RCH 7 — 13, 1981

RS. 2

eve's WEEKLY

LCOHOL
N
PHRODISIAC?

AESAREANS—
AKING
HE EASY
VAY OUT

MALE
MODELS,
THEN
AND NOW

The Hindon fever is catching on... fast.

HINDON

HINDON

Sarees · Suitings
Shirtings · Dress materials

Fabrics from the most modern mill

HINDON RIVER MILLS

DCM TEXTILES

Available at more than 500 DCM Retail Stores and other leading cloth stores

Stayfree* Beltless Napkins

No belts, no strings, no bother.
So snug and secure, you can do exactly as you please

You've heard about beltless sanitary napkins. Now discover how convenient they are to use: no belts, no strings, no bother.

STAYFREE Beltless Sanitary Napkins have a simple adhesive strip. You press it on the inside of your close-fitting panties and it keeps the napkin firmly in place. Snug and secure. So much easier to wear and change than all other napkins.*

STAYFREE Beltless is a full-size napkin that gives you complete security. Its highly absorbent layers trap all the moisture inside. And with its 3-way plastic shield (around sides and bottom) there's no chance of staining.

Now, you can experience all the comfort and convenience of beltless protection right away. Ask for a pack of STAYFREE Beltless today.

Full-size napkin. Securely held in your close-fitting panties by an adhesive strip.

Available in packs of 10 and 20 napkins.

Save Rs. on the 20's pac

*STAYFREE is a trademark of Johnson & Johnson U.S.A. © J&J '80

Johnson & Johnson

DANDRUFF
is a MEDICAL problem
Look for a MEDICAL answer

PROOF?

Medical Books* have it.
Doctors rely on it.

SELENIUM SULFIDE LOTION – UNITED STATES PHARMACOPOEIA
the most widely used, medically proven dandruff treatment in the world – is now BACK AGAIN – as **Seldan.**

Change to **Seldan –**
the SUREST medical treatment for dandruff.

BACK AGAIN!

Now Micronised
Seldan
(Selenium Sulfide Lotion U.S.P.2.5% w/v)
For the treatment of Seborrhoeic dermatitis including dandruff especially of the scalp

With leading Chemists

FREE
Booklet 'Dandruff & its Management'

* United States Pharmacopoeia XIX
* National Formulary U. S. A. XIV
* British Pharmaceutical Codex

Write to:
Medical Dept.
MOUNT METTUR
Pharmaceuticals Limited,
Tiruvanmiyur,
Madras 600 041.

ADVAELIMMP/115/18

Cover :

RANJAN SIPPY and
SANGEETA BIJLANI

Photograph : Taiyeb Badshah

VOL. XXV NO. 10 BOMBAY

MARCH 7—MARCH 13, 1981

CHAIRMAN & MG. DIRECTOR
J. K. SOMANI

PUBLISHER & CHIEF EXECUTIVE
J. C. JAIN

EDITOR
GULSHAN EWING

ASST. EDITOR
AMMU JOSEPH

CHIEF SUB-EDITOR
K. S. RAO

SUB-EDITORS
CHAKRESH JAIN
ROSHAN BILLIMORIA
MALA VAISHNAV
SHERNA GANDHY

ADVT. MANAGER
D. N. CHOPRA

ART DIRECTOR
RUSI DORABJEE

DESIGNERS
NARGIS CHAWLA
VILOO PITHAWALA

STUDIO
TAIYEB BADSHAH

STAFF PHOTOGRAPHER
B. K. SANIL

PRINTED AND PUBLISHED FOR THE PROPRIETORS : EVE'S WEEKLY LTD.

BY J. C. JAIN

AT SANJ VARTAMAN PRESS, BOMBAY SAMACHAR MARG, FORT, BOMBAY 400 023.

CORRESPONDENTS

PUSHPA HANS
1-13, Lajpat Nagar 3, New Delhi-24.

TAPATI MOOKERJI
235/2, Acharya Jagadish Bose Rd., Calcutta-20.

S. J. KURUVILLA
163, Purasawalkam High Road, Madras-10.

ANNUAL SUBSCRIPTION
Inland: Rs. 105
Foreign: 185 (Sea Mail)

eve's weekly

THE MAKING OF A MODEL

11 Every young girl dreams of becoming a model, in spite of the fact that it is a career that is essentially shortlived, transient and age-bound.

FASHION'S GLAMOUR BOYS

15 The boys started off being mere props to their more glamorous female counterparts. Today, male models have come into their own.

ARE CAESAREANS NECESSARY?

21 The Caesarean operation, by which the child is cut open from the mother's womb, is one of the greatest advances in obstetrics. But women are misusing this on fashionable grounds.

THE CALL OF THE MOUNTAINS

32 Grit, effort, a will to succeed, have taken these slightly built girls literally to the top of the world.

ALSO

Calcutta: the graveyard of modelling — **page 19.** Is alcohol an aphrodisiac?—**page 25.** Film: They also serve who only stand and wait—**page 27.** Young Viewpoint — **page 29.** Passing Through: Chhaya Dey — **page 53.** I.Y.C. story: How Carl Marx went to heaven — **page 41.** Munni Bai: prostitute turned priestess — **page 43.** Short story: Hope you don't mind — **page 51.** Human Interest story — **page 52.** Hiya Honey — **Page 55.**

REGULAR FEATURES

Your Page/**7**, Readers' Voice/**9**, Fashion/**30**, Cookery/**35**, People Known & Unknown/**39**, Comics & Jokes/**47**, People & Events/**56**, Cope/**58**.

Peter Pan It's a wonderful feeling

Wicked. Wanton. Wonderful.
A very special bra
for very special occasions.
Touched with the
magic of lace. Beige on beige.
Black on black. White on beige.
To make you as tantalising
as a dream.

"FRENCH
COLLECTION"
BY PETER PAN

Peter® Pan

Makes you feel good— all over.

**Do you have something to say?
Then say it here.
We pay Rs. 25, 15 and 10
for the three best letters.**

RUFFIANS AT WORK

1st PRIZE

The safety of women is at stake — and this is especially so with women railway commuters who are exposed to attacks and insults. The cold-blooded murder of Shantadevi sent a chill down my spine. She seems to have laid down her life to be able to reveal to the authorities that travel is becoming dangerous and protection is denied to women! Demonstrations were undertaken by women and protests registered with the authorities but there remains much to be done. Even today thugs enter ladies' compartments, brushing against women, provoking them, and none of the co-passengers dare intervene.

Recently, on one of the bank holidays there were thirty women in the compartment as against ten ruffians running amuck, looking menacingly at us, banging hangers and using abusive language. Every woman sat silently, afraid even to look up. There is not a single RP in sight to check this onslaught. Another growing nuisance is the ruffians in the garb of hawkers who are nothing but pickpockets. Why should men be allowed at all in ladies' compartments?

The very fact that men insist on travelling in the ladies' compartments is enough indication that there is mischief and bad intention behind the act. Unless regular and vigorous vigil is kept such elements will continue to operate, thus endangering the safety of women.

I. FERNANDES, Bandra

Well, the railways have started doing something about it, as you know. Alarm chains have been lowered, grills have been installed, more police protection has been promised. But that does not mean there will never be another murder in the ladies'. . .

THE BURNING TOP

2nd PRIZE

Saturday, February 7, was a black day for the citizens of Bangalore. In a devastating fire in a circus many precious lives were lost, a number of them children. An evening of laughter and joyful mirth ended in tears and tragedy. Pertinent questions now being asked are how the circus came to be located in a busy area with high tension wires overhead, why the venue was changed this year and why adequate precautions were not taken. One hopes that answers to these questions will be found and requisite measures taken to prevent such incidents in future, but it seems to be a vain hope especially when one reads of plans to open a burns ward in NIMHANS that will treat victims of such accidents. On the face of it, it seems an eminently sensible step but does it not also imply that such gruesome mishaps, due mainly to lack of concern, can take place again and yet again? When more and more people flock to mass entertainments why are seating arrangements so poor? Why are tickets oversold? How is it politics creep even into areas like entertainments? Lack of concern, callousness and greed for money are not only stalking this land but eating into its very vitals and destroying it. When, if ever, will we change?

LEELA RAMASWAMY, Bangalore

When greed and callousness are responsible for the deaths of children, we cannot stand by and watch. Every voice possible is needed to make the authorities go into this matter carefully and ensure that this kind of calamity never visits us — and our children — ever again.

A MATTER OF SHAME

3rd PRIZE

Of late, a news report of a ghastly murder in the city has become an accepted sight over the morning cup of tea. First, there was the murder of a lady professor, followed by the killings of a doctor and a housewife, and then the shocking news of the gruesome murder of a spastic — and this, in a year "humbly" devoted to the Handicapped!

Violence of Man over Man, has its origin in the "caveman" days of yore, but the harming of a helpless fellow human is surely the law of the jungle alone! Is this the boon of the materialistic world, that we have opted for?

It is a matter of shame, that we have reached such a state, where respect lies dormant and violence is the order of the day. But surely, we have only ourselves to blame — we, who have opted for wealth and comfort, with n'er a care for the basic values of life and living, are reaping today the harvest of our wanton desires.

Why blame the authorities, when the blame lies with each one of us: we, who forsake those little values that mean so much, in our desperation to reach the winning post of this fast-moving world; we tend to forget at some time in our lives the basic maxim that "Man everywhere is a Brother". . .

PUSHPA VENUGOPAL, Bombay

Killings and rape and murder and robbery are certainly not new and unused words. What is frightening is that, now, they are becoming everyday words and we fear that with constant usage we'll cease to feel the terror and the concern these words used to elicit. . .

BLACK MAGIC

Mv servant was concerned because her brother, who had been ill for some time, was showing poor response to treatment. Fearing that adequate treatment was not being given because of the cost, I volunteered to carry out the necessary investigations and treatment. Imagine my surprise when, a day or two later, she informs me that she has found out that the root cause of his trouble was black magic and not an illness that would respond to treatment; hence she would not be needing my help after all.

Though the sum of Rs. 250 demanded for casting out the evil influence of the spell was a bit too steep for her, she was prepared to pay it as she truly believed that his life was at stake. Poorer by the amount she could hardly afford, I felt sorry for her as I knew she would have to sacrifice many essentials to make up for the loss; yet I felt sorrier for the poor neighbour who had been pinpointed by the expert as the cause of the trouble. As luck would have it, there had been a minor difference of opinion with the neighbour, so it suited them well to believe that he was the culprit. Poor man, he will now have to live with the taint of an evilmonger. The double-edged sword of ignorance has cut both ways.

DAPHNE KHAN, Hyderabad

Shades of "Gherayee"! No doctor or psychiatrist will appease the "evil spirit". It has to be an exorcist who will (literally) beat it out of the body. Black magic and witchcraft have been household words in India for a long time, and now even the West is exploring these phenomena. But in a poor, superstition-inclined country like ours, the less this is encouraged, the better. . .

How to brighten your home without lightening your purse:

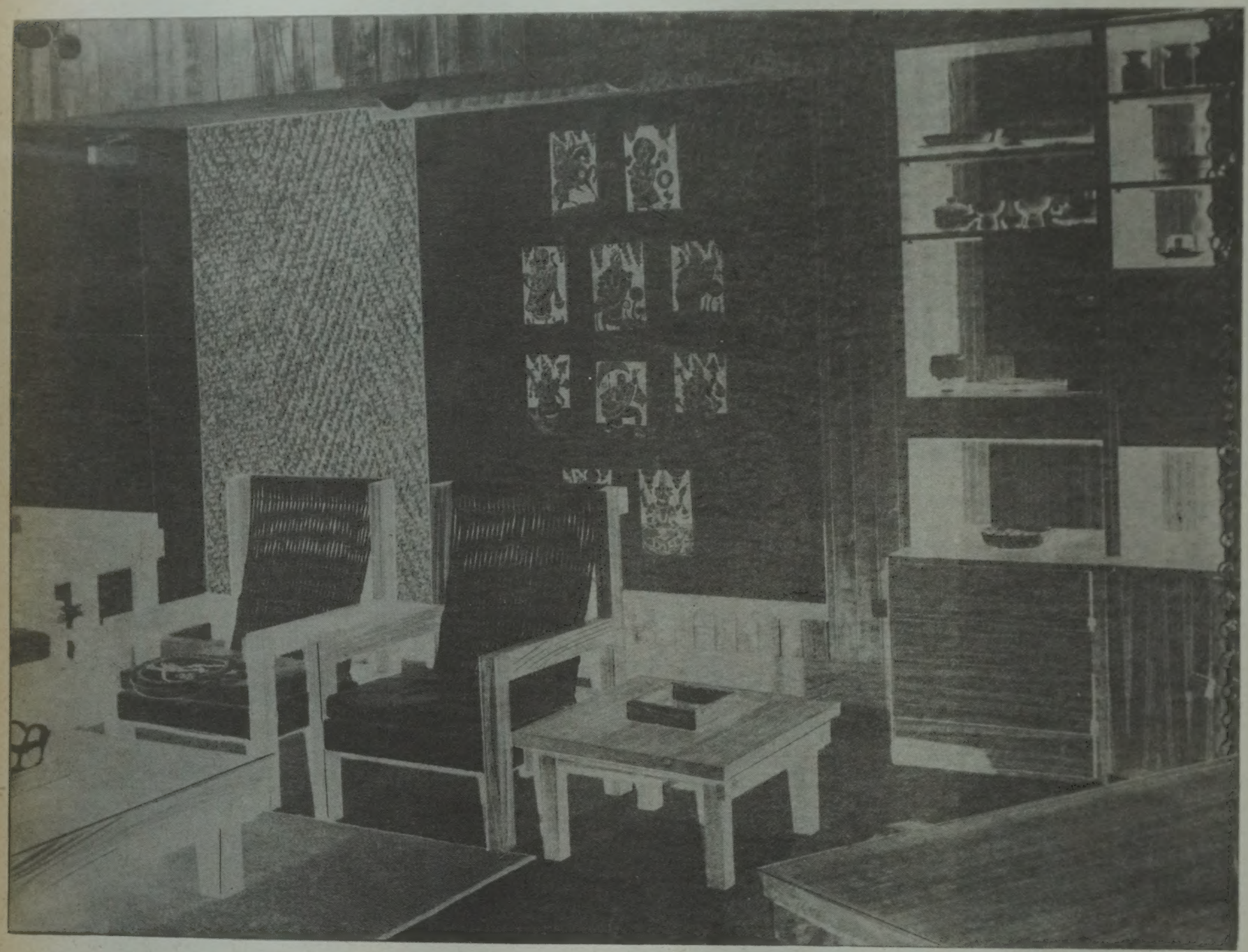
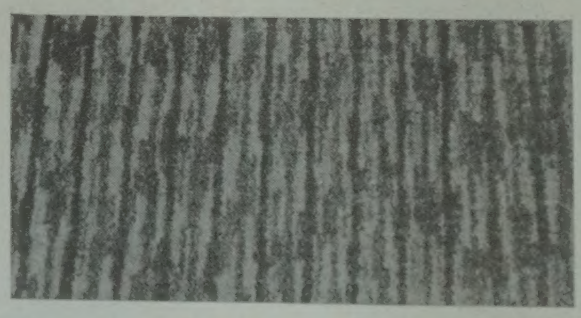


Photo : Presidential Suite, Casino Hotel, Cochin.

Call COIR



When it comes to functional elegance, comfort and economy, coir has simply no substitute.

COIR. The many-splendoured thing with an uncommon knack of covering all manner of places. Doorfronts. Rooms. Aisles. Stairs. Walls. Ceilings. Car-floors. You name it.

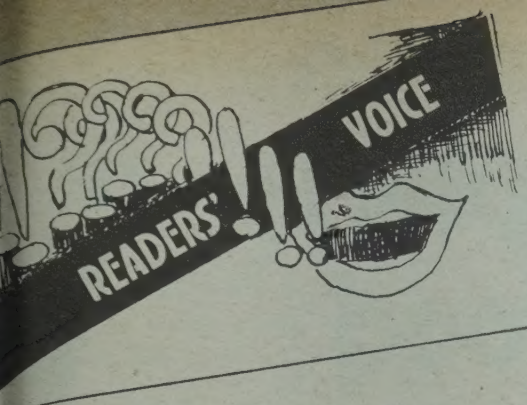
Coir has plenty of cover ideas: Chic and colourful doormats. Luxurious mourzouks and pile carpets. Elegant mattings. Cosy rubberised mattresses and cushions. You can even use it for acoustic applications.

Remember, coir is 100% moth-proof. Cool in summer and warm in winter, it wears better than any other hard or soft floor-covering material. It also resists dampness and conceals dust.

And for all its expensive looks, coir is incredibly inexpensive!

COIR BOARD
Cochin 682 016.

/CB 681



Most articles raise a question, a comment or at least a criticism. Write them down and mail them to us.

HOPE FOR THE DISABLED

As a disabled person, I wish to thank you for the fine work you ndered to help us (January 17). In spite of our handicap we feel ncouraged by the humanitarian interest that your readers have shown y responding to the appeals in your magazine.

Due to an accidental fall in my youth my spinal cord had snapped and I lost the use of both my legs. Now I am 26-year-old, I have pass- ed my S.S.C. and I also hold a diploma in telex, telephone and punch operating. I have sought jobs in many firms but have so far not suc- ceeded. I try to earn money by selling small things so that I will not be a burden to my family.

My hopes have been kindled with the wide interest being shown to the disabled this year. I do not want money or charity. I want to stand figuratively on my own legs. Would some firm be interested to employ me or would some social organisation set up a booth to enable me to make a living? I believe there is much kindness in this world, and I am convinced that I will not be forgotten.

P. D'SILVA, Bombay.

PREJUDICED AND BIASED

Regarding the article, "Republic Day Blues" (January 24), I don't know whether Mr. Gangadhar reads the newspaper fully or only the portions which are in favour of Muslims. About the Moradabad in- cident which he has written, everybody knows that it was the Muslims who had attacked the police station opposite the idgah. And the eye- witnesses have said that on the day of Id, that is, the day on which the whole matter started, there was not one Muslim-owned vehicle stand- ing outside the idgah, which was most unusual. This shows that the riot was preplanned. The police personnel did not dare go into the Muslim area for patrolling because any time a bullet could have come whizzing from the windows of the houses. If the Muslims dared to fire at the police, then what mercy could they expect from the police or the Provincial Armed Constabulary, after killing their comrades?

I think Mr. Gangadhar should first contact the people of Ahmedabad, before writing about them. I don't think a person's bravery can be judged by whether he joins the armed forces or not. A person can serve his country in many ways without joining the armed forces. I would request Mr. Gangadhar to visit the Ahmedabad Red Cross Blood Bank and find out how many Hindu youths from Khadia and Raipur had donated blood during the Indo-Pak war and how many Muslims did the same. He'd be surprised at the answer!

About the 1969 Ahmedabad riots, everyone knows that the Muslims had started the riot by attacking the Jagannathji temple. However, he has chosen not to mention all this. May I know why Mr. Gangadhar is so prejudiced against Hindus?

MUKAND T. K., Ahmedabad.

WANTED: MILITARY RULE

"Republic Day Blues — No Ray Of Hope" (January 24) was indeed a fine article by V. Gangadhar. One must admit that he has left no stone unturned in bringing out all the major events, incidents and happenings in the year 1980 — undoubtedly the year of outrage, shock and shame! I agree with him when he says that there is no ray of hope in the future.

What we need today is not a democracy or a presidential form of government but a true and decent military rule under which no- body will have the courage to behave in an indisciplined manner. This way one might hope for some economic development in the country.

S. KRISHNA KUMAR, Bombay.

ISSUE OF MARCH 14, 1981

DOES "FEELING BLUE" MAKE YOU MAD?

Depression, hypochondria, sexual frigidity. . . the whole gamut of "female illnesses" are written off as psychosomatic. Meaning, in other words, that it's all in the woman's head, that she's perfectly fit, and is only pretending to be ill in order to gain attention. But in actual fact, mental ill-health is the most misunderstood subject in India. A comprehensive list of articles to elicit sympathy, understanding and help.

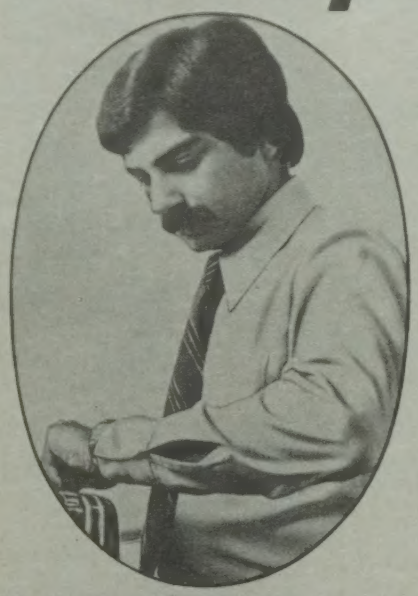
*** The sexist bias in psychiatry and mental health : A legacy of prejudice handed down by Freud himself.**

*** Sexual problems : Caused by mental problems or vice versa?**

*** Personal diary: A woman's fight again that silent enemy — depression.**

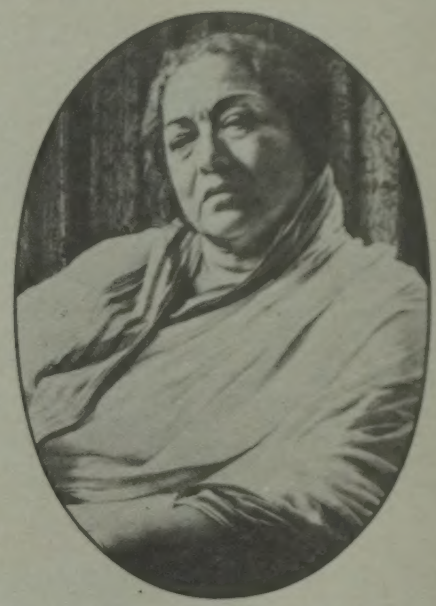
Plus all our regular features.

"Nothing less than Complan®– the complete planned food for my family."



"My husband is so busy, he often misses meals. COMPLAN gives him the nourishment he misses."

"My son fusses over his food. COMPLAN makes sure he gets the proteins and other foods he needs to grow."



"My mother, who has just been ill, has lost her appetite. I find COMPLAN is the ideal nourishment during convalescence."

Only Complan®

is complete with 23 vital foods everybody needs.

Only COMPLAN has scientifically planned proportions of 23 vital foods the body needs every day... proteins, carbohydrates, fats, vitamins and minerals. It is the health drink most recommended by doctors.

Available in delicious Chocolate, Cardamom-Saffron and Strawberry flavours—also Plain.

"Housework tires me out and I sometimes feel the need for extra nourishment. COMPLAN helps me give my best to my family."

Complan®

–the complete planned food

LINTAS-GLC.10-2620

THE MAKING OF A MODEL

Jaya Ramanathan

"Straighten up a little, your face slightly to your left, now smile... now hold it..."

The camera clicks, the photographer signals 'fine' with an upturned left thumb and the girl in focus steps down. She is poised, graceful and distinctive, in other words she is a model.

As she walks across the ramp towards the empty chairs, she is a far cry from the glorified hussy that many a layman seem to think she is. On the contrary she is nervous, sensitive and very, very vulnerable. Her hands visibly shake as she lights a cigarette and braves herself for the onslaught of the interviewer.

Beauty contests, fashion shows, promotional campaigns, television and finally the feature film, the nubile nymph has been through the entire garnut or at least made forays into most of these spheres of activities.

To gain an adequate idea of the workings of the profession, I interviewed a cross section of the models. Young, teenaged, undergraduates for whom success in the field has come like a windfall, the slightly older professionals where the sailing has not been so smooth and finally the housewife turned model — the mature, easy-to-identify-with woman, for whom modelling is side business and of secondary importance to the full time occupation she is already engaged in.

At 19, heady success has already showered its favours on **Sangeeta Bijlani.** Two years ago she entered a local beauty contest and was declared the 'Eagle Queen' — since then it has been roses, roses all the way. Sangeeta was featured in the centrespread of Femina and this in turn paved the way to fashion shows.

In '79 it was suggested to Sangeeta that she appear in the Miss India contest, but she was under age and therefore ineligible, the following year she was crowned Miss India and in the Miss Universe contest that followed she won the National Costume award.

Today Sangeeta is most recognizable as the Dettol soap girl.

Gazala Chinwalla's is the face or rather the neck that launched the million rupee necklaces of Tribhovandas. Sophisticated and singularly attractive, the fact that she is married and has two daughters aged six and three dawns on one as a surprise. She got into modelling by accident. Sabira Merchant, a close friend, requested her to participate in a charity fashion show organised by the Indo-American Society, as there was little money to pay professional models. The show set the ball rolling for a full fledged career in modelling.

Equally unaffected and unpretentious in real life as she is on celluloid is the Pears complexion cream girl — **Rasna Boywala.**

An Eve's Weekly discovery, Rasna was acclaimed Miss Young India in '77 and Pears was the first of the modelling offers that came pouring in. She went on to promote Sikkim perfume, Nescafe, Bajaj Scooters and a host of other consumer products. She represented India in the Miss Young International contest at Tokyo — "It was a super experience with 42 participants and no two girls speaking the same language," she enthuses.

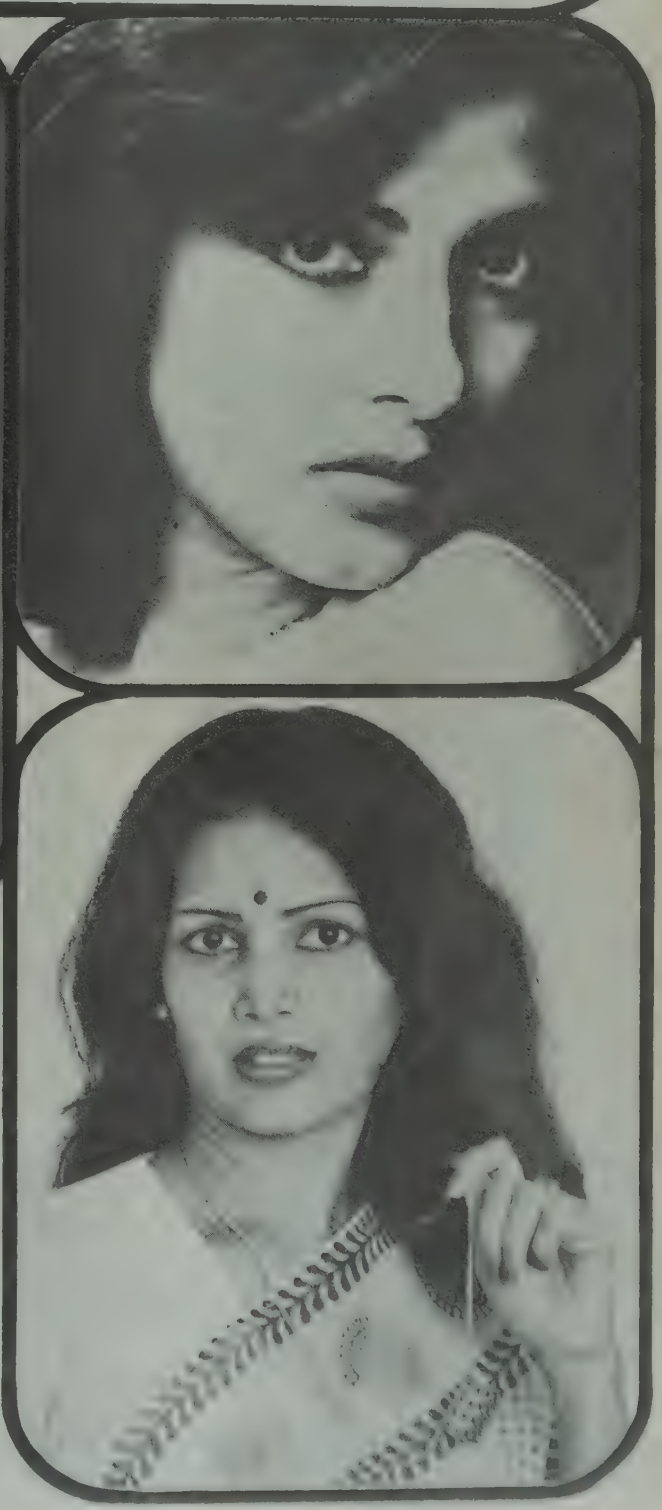
Among the older models campaigning for household commodities are Meera Katvi, Manju Singh and Kamini Mathur.

Had she embarked on a modelling career earlier in life, **Meera Katvi** could undoubtedly have had her share of the limelight. But she got married at 18, completed her education and settled down to rear two children. She then went through a beautician's course and set up her own business.

Modelling came to her as a chance offer while studying model make-up, when photographer Pankaj Shah casually asked her whether she would like to give modelling a try. Meera hesitated at first, not because she had any conscientious objections to it, but living as she did in the remote suburbs, she was apprehensive of the long hours of commuting and the effect of her absence on business. However the lure of glamour proved stronger and she posed for her first two products Glokeen D and Four Square cigarettes. She went on to do a calendar for Kirloskar's and her recent assignments are for Dettol and Binny's.

Manju Singh is the same vibrant, friendly, warm hearted person off screen, as the effusive didi of TV's Khel Khilone and the ideal younger sister in the film, "Golmaal."

Strangely enough it was Manju's six-month-old daughter who was responsible for launching her modelling career. A casual compere of Delhi television,



ABOVE: Heady success at 19 — Sangeeta Bijlani.

ABOVE RIGHT : The Pears girl, Rasna Boywala.

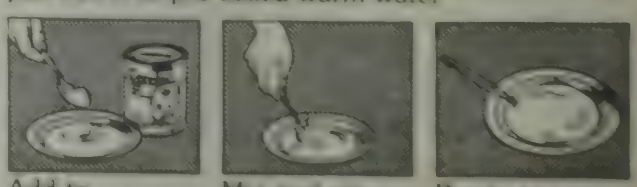
RIGHT: The lure of glamour proved too strong — Meera Katvi.

Cerelac®

A delicious, complete feed for your baby

Breast-feed your baby as long as you can—it's the best feed you can give. As he grows, his nutritional needs grow, too. Consult your Doctor and introduce solids in his diet to meet these needs.
Cerelac instant wheat milk cereal provides balanced nutrition for your baby. Cerelac is a nutritionally complete feed, because it contains wheat flour, full cream milk and sugar in the right proportion—to ensure baby's full, healthy growth.

Cerelac is so easy to make—
just add it to pre-boiled warm water



Add to pre-boiled water. Mix and stir. Ready to serve.

NESTLÉ. Cerelac–Already contains milk

SAA/FSL/C/1801

THE MAKING OF A MODEL

What is it that lures young girls into the world of modelling, a career that is essentially short-lived, transient, and age-bound? Is it glamour, excitement or money?

Bowing out — Kamini Mathur.

LEFT: Promoting household commodities — Manju Singh.

Manju had accepted the responsibilities of a housewife and mother pragmatically and shifted to Bombay. Her second daughter Shalini was taken on as the Glaxo baby, the intensive campaign went on for a year, at the end of which the promoters wanted a mother as well, when it dawned on them to take the real mother of the child in place of a professional model.

All that was five-and-a-half years ago, since then Manju has never looked back, hers is one of the most identifiable faces in the consumer goods promotional world. Between her and **Maya Alagh,** they have projected almost the entire range of household commodities from toothpaste to cooking oil to refrigerators.

But for Manju there was a heavy price to pay — she was taken off her beloved weekly programme on TV for which she had slogged for four years. The TV people's contention was she was being overexposed on the commercial screen and this clashed with the image of a children's programme compere. Manju was willing to go so far as to give up modelling, sacrifice monetary considerations for a programme she enjoyed doing — but she was helpless against the ad campaigns still in circulation and the bureaucrats were unrelenting.

One of the most prolific models of the late 60s and the 70s was **Kamini Mathur.** A stage and television drama artist from Delhi, Kamini had settled in Bombay after marriage and when her first daughter was five years old, she began working as a supervisor in Cottage Industries. At this time, Dolly Thakur, then model coordinator, OBM, offered her a modelling assignment for Bru coffee.

What is this allurement held out by modelling, that students. housewives and mothers alike are ensnared by it? The answer invariably is — glamour, excitement and from the present-day top models — money.

But do they realise the career is essentially short lived, transitory and worst of all — age bound? The models were forthright and bereft of any illusions on this point.

Kamini Mathur is fully aware that she has had her day and now the others deserve a chance. "The promoters naturally want new faces, and with the range of products (over 50 of them) that I have campaigned for, there is hardly anything left, and of course rival products cannot feature me."

Manju Singh continues to be in demand and hopes to comply till assignments cease to come her way. But she like Kamini, has also built up her own ad agency — Network 7, in which she will become totally absorbed once her modelling career comes to a standstill.

For Meera Katvi, the breaks are still to come but she is content with the few campaigns on hand and her beauty parlour is keeping her on her toes.

The youngsters are blessed with a down-to-earth practical sense. They are aware that it is their physique and appeal of face that they are capitalising on and that neither is going to last forever.

Says Rasna: "That is why I am planning to do Law. I may not take up a job straight after graduation, but it will come in useful later, when the glamour fades but the necessity to make a living continues. . . ."

Sangeeta, still in her prime is not even able to think into the future — whether she would like to graduate to a housewife image or just fade out with the public still relishing her youthful appeal. She however admits: "I know my face is my fortune in this profession and that it is my figure and deportment I am selling. Education, intelligence and other qualifications play a secondary role here."

Gazala has been choosey right from the onset of her career. With a face that is inextricably linked with glamour and high living she refuses to model household products. Even at fashion shows it is the Western dress rather than the sari that she is able to project more convincingly. As it is she spaces her assignments carefully to get as much time as possible with her husband and children, so when her career is petering out, Gazala at least should have no adjustment problems in resuming her role as an attractive housewife.

Do models look upon modelling as a potential launching pad for a far more lucrative career in films, do they utilise their contacts to catapult them to the inner circle of the great movie moghuls?

Of the models mentioned, only Manju Singh has done a stint in films. Her first role was that of Amol Palekar's sister in "Gol Maal."

Meera, once while shooting for an ad in the vicinity of a feature film starring Zeenat Aman, got mistaken for the star and was quite thrilled when she was offered a film role, but she declined the offer — "I feel a career in films would be incompatible with housekeeping and moreover I was afraid my business would suffer."

Sangeeta with her Poonam Dhillon appeal does not seem averse to the idea of starring in films, but she is apprehensive. "Isn't it risky? I mean what if I do not click. . . .and I cannot give up modelling entirely."

Gazala, had she so wished could have opted for a film career any time in her life, for she is the daughter of the once renowned producer, director A. R. Kardar — "We (six sisters) were kept strictly out of the film world, never taken to premieres or parties and seldom encouraged to meet the industry people, yet I suppose had I been very keen on it, I could have entered films, but I was never for it."

Kamini, primarily a stage artist, whose last appearance was as Lakshmi in the English version of Sakharam Binder, did not ever nurse the idea of acting before the camera.

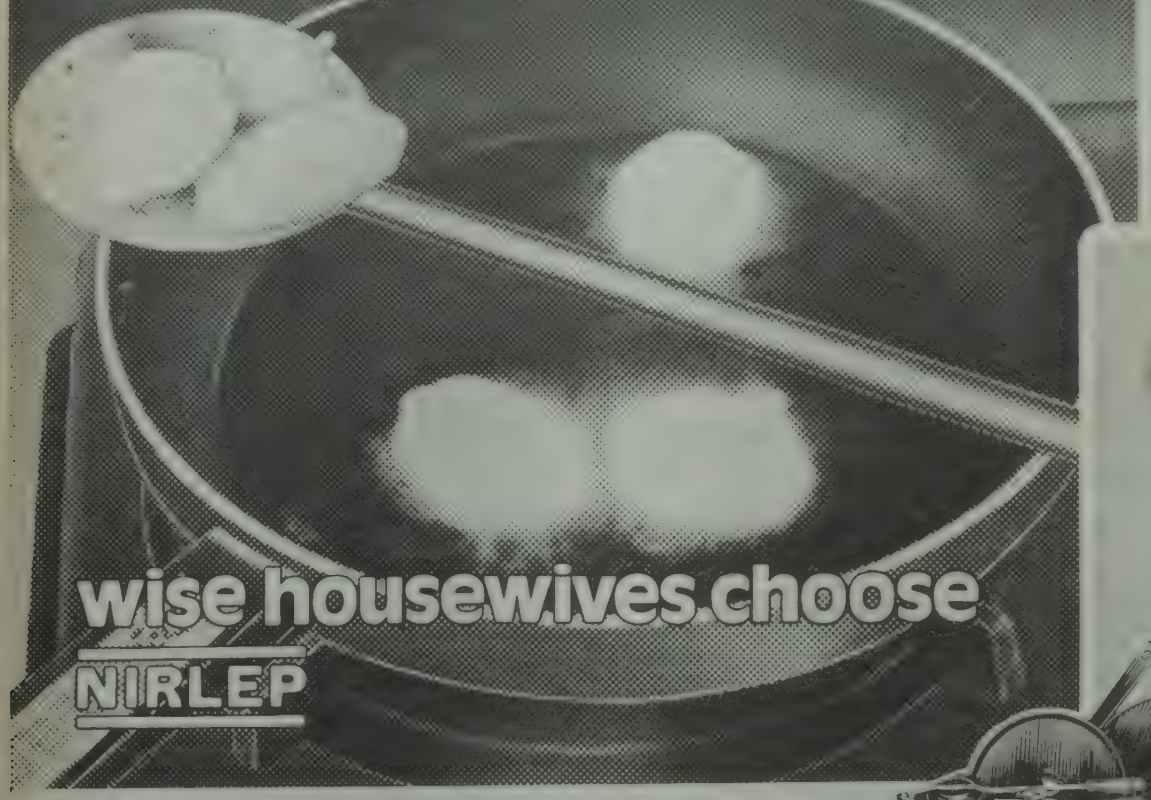
Rasna again has been offered film roles, but so far has not accepted any and only hopes she will not change her mind in the future.

What kind of professional hazards did they encounter? They were all emphatic in their denial of any kind of misbehaviour on the part of their male colleagues.

"I have heard wild stories of photographers trying to make

Continued on page 55

Cooking mediums aren't getting any cheaper...



wise housewives choose NIRLEP

Nirlep is no ordinary frying pan. It's inner surface has a anti-stick coating. This encourages the cooking oil to spread evenly over the pan. So you use less oil than you normally would

Nirlep are the ones who pioneered the non-stick cookingware in India. They know best how to give you cookingware that looks good and lasts long.

Get yourself a Nirlep and treat your family to all those tasty snacks Economically.

NIRLEP

A wise choice of housewives

Sole Distributors: **Aryan Traders**
Dongre Building
Matunga, Bombay-400 019

Area Distributors: **Sehgal Sons**
6076, Bari Market
Sadar Bazar, Delhi-110 006

Shreejaya

Put a little Spring in your walk!

Rs. 50 + per person

Spring in Kashmir. With nature's capers in full colour. For the valley's dressed to kill—in full costume of soft green grass, hoardes of flowers, and a ready orchestra of birds

All day till the arrival of soft silky night Kashmir lives up to its name—'the garden of eternal delights'

In Kashmir you can live totally refreshed, comforted and perhaps elated on anything from Rs 50/- upwards per person per day. Expenses can be cut down substantially if you keep away from main tourist centres, getting more adventure out of your holiday as well.

A point to point bus journey on good metalled roads takes about 2 to 3 hours from Srinagar. En route from Jammu to Srinagar are the lovely meadows of Patnitop and Sanasar.

Tourist bungalows cost Rs 25/- (double room) and must be booked in advance. Other accommodation facilities include tourist huts, rest houses and tents for the more adventurous.

For more information on a budget holiday in Kashmir, please mail this coupon or contact the Commissioner of Tourism, J & K Government, Srinagar, or any of the J & K tourist offices.

● Chandralok Building, Janpath, New Delhi Tel 345373 ● 25 North Wing, World Trade Centre, Cuffe Parade, Colaba, Bombay Tel 214365 ● Airlines House, Lal Darwaza, Ahmedabad Tel 20473 ● 12 Chowringhee, Calcutta Tel 225790 ● Room No. 30, Lal Bahadur Stadium, Hyderabad. ● 2 Court Road, Amritsar.

Commissioner of Tourism
J & K Government
Srinagar

J&K TOURISM

Please tell me how I can live in Kashmir on Rs. 50/60/90+ (tick whichever applicable) per day with details of accommodation, transport and meal charges

Name _____

Address _____

_____

Profession _____

Designation _____

Kashmir

For a little more than it costs to stay at home.

CAS-10/C 487-1

FASHION'S GLAMOUR BOYS

Meher Castelino

Mention the word 'model' and the first image that leaps into your mind is a beautiful vision of feminine perfection. But there is a masculine contender to this title too! The female has been widely used by artists as a model but the male has not lagged behind in popularity. In fact, the male body has also been admired for its beauty as much as the female. There are types and types of models. The artist's model, the photographer's model and the fashion model. Woman has always dominated the fashion world but with the advent of the clothes conscious man the male model has emerged as a new breed of glamour boy with his own distinctive following. Foreign male models for photography and fashion shows project a more rugged and tough image. They more often than not remain models unlike their Indian counterparts. In fact, George Lazenby, the Australian supermodel, tried his hand at acting as 007 but his career didn't take off in spite of his "he man" looks.

Coming closer to home, male models were initially used as props for the females in photographs and fashion shows.

The photographic male models came a dime a dozen. Everybody's brother, uncle, father or son who had never faced a camera in his life posed for stiff, stilted photos at throwaway rates. The males who made some impact in front of the camera were Kabir Bedi, Randhir Behl, Benjamin Gilani and very recently, Suresh Oberoi. Once again with the exception of Randhir Behl, the remaining three used the still camera as a step to the silver screen. Bedi failed in India and Gilani has been vascilating between the screen and the still camera. Suresh Oberoi has had a successful debut in "Ek Baar Phir" and may yet break the myth that models make lousy actors but then in his case it was an actor who turned to modelling!

The initial entry of the live or fashion show model in India caused sniggers amongst the audience, and evoked remarks like, "Here comes another pansy". A few bold males made "one show" appearances and then chickened out because aspersions were cast on their virility. Nasir Mitha could well be termed as the first professional model in India. It was way back in 1965 after the success of the first Orkay show in Delhi when Nazir along with his partner Salome did a couple of dances to liven up the show. He was then asked to actually model for the next Orkay show. Basically an extremely shy and introverted person, Nasir even dreaded the idea of crossing a room full of people, leave aside modelling on stage. "Even during my first dance performance I was paralysed when the curtain went up but when I saw that all the other boys were doing all the wrong steps I felt better and let myself go." That was his first night from where he went on to be virtually the only professional male model in India who was used by organisers in fashion

RIGHT: Asgar Ali

EXT. RIGHT: Nazir Mitha

BELOW: Anand Balraj

Photograph : Suneet Chopra

For your loving baby

Doctor's
REAL
BABY POWDER
SOFT AND SILKY

MANUFACTURERS DOCTORS INTERNATIONAL COSMETICS (INDIA) REGD.

For trade enquiries contact: M/S KISLIN COSMETICS (REGD)
1/91, Rajindar Nagar, New Delhi 110060. Phone: 588525
Available at all leading stores/chemists

"I paid for only half the cost of my moped...

An Allahabad Bank Cash Certificate paid for the rest".

Now Allahabad Bank's Cash Certificate makes it possible for you to get the things you always wished for—a transistor, a ceiling fan or even a refrigerator.

Just buy our Cash Certificate, paying only a part of its full value. You get a handsome interest—compounded quarterly. At the end of the specified period, you get back the full value of the Certificate.

Our Cash Certificates are available in multiples of Rs 100/-for 12-120 months.

For a Cash Certificate of Rs. 100/-

Deposit period (Months)	Purchase value of Certificate Rs.	P.
12	93	29
39	76	08
63	59	54
120	37	24

- Bank interests upto Rs 3000/- per annum are free from income tax.
- Bank deposits up to Rs 1.5 lakhs are free from wealth tax.
- Certificate of accrual of interest issued annually.

Do drop into our nearest branch for details

ALLAHABAD BANK
YOUR OWN BANK
(A Government of India Undertaking)

ULKA-AB 7

FASHION'S GLAMOUR BOYS

shows in India and abroad. His first experience on the ramp was also unpleasant since his entry was received with giggles and nudges. It was only when he started doing some complicated dance numbers that the audience realised that he meant business and was not just another pretty boy.

By 1970 two more professionals came into the field. Asgar Ali and Noshir Vaid. Asgar, also a dancer complemented Nasir in dance routines and Noshir remained the straight bearded heman of the show. Jeannie Naoroji, India's ace fashion show organiser created an acceptable image for male models and regularly used Nazir, Asgar and Noshir in her shows and thus began the era of male models in India.

"It was because of mills like Cafi, Gwalior, DCM, Vimal, Jiyajee and others that the male in India was able to take to modelling professionally," she explained. Nasir, Asgar and Noshir were models in the actual sense of the word since none of them nursed any hidden aspirations of becoming film stars unlike today's males. By 1977 Deepak Parashar after winning the All India Eve's Weekly Contest hit the modelling scene and stayed for three years as the top male model of India commanding the highest price. Fashion show organisers raved about his face and physique and his dedication to the art of modelling. "Deepak had an overpowering stage personality which made him a perfect clothes horse" says Jeannie. "Deepak was a true professional," said Nasir. "He'd spend hours before the show perfecting his movements and arranging his clothes and you could be sure you could rely on him."

Nasir who has now turned into a full-fledged fashion show organiser notices the difference between the days when they were models and now. "For us it was a lucrative hobby because we all held nine to five jobs. We never made a fuss about what clothes we were given and which hotels we stayed in. In fact at times we even ironed, packed and arranged all our clothes. Today's models are treated and paid much better and behave like film stars. They are very particular about their clothes, music and even how long they are exposed on stage vis-a-vis the other models. Good models are in short supply and mills insist that a male model should be six feet tall with a good body and a photogenic face since the shows are often linked up with the ad campaigns. They should also be good dancers since there is hardly a show without dancing and must possess a good memory since at times a model is taking part in several shows and has to remember each show's choreography."

Jeannie feels that "The male models of yesteryear were more dedicated and professional. Fortunately, for a short time we had Deepak Parashar who reigned supreme as a male model because of his total absorbtion in the business. The new batch of boys at present like Javed Khan, Vilas and Mahesh who have modelled for me are serious about their work. Most of the other boys are on their way to being film stars and so when they appear on the ramp they project

an I-am-the-hero-look-at-me image instead of showing off their clothes."

Nasir also agrees that today's males use the ramp as a platform to get into the public eye so that producers and directors notice them through constant public exposure.

How is a male model selected these days? Jeannie prefers "The total model look for my males and Mahesh and Vilas fit the bill for me. They will act or dance only when directed to do so. I feel that the male models should be controlled on the ramp or they end up becoming bad copies of filmi cabarets. Whatever acting or dancing they do should be restricted to the stage and the ramp should be exclusively for showing the clothes. I remember in Russia they had an all-male fashion show where the models were like clothes horses or dummies and one was forced to see the clothes only! That is how a male model should be."

According to Nazir, "In the old days there was no choice so it was easy, but today a show features different types to appeal to the various tastes in the audience. We pick a typical 'Bandbox' type like Deepak Parashar or Javed Khan then there is a sporty, rugged type, then an ordinary man about town and finally a teenage idol type to keep the teeny boppers happy."

Kabir Bedi

LEFT: Deepak Parashar

Anand Balraj is today's leading male model who frankly admits that he is using the fashion ramp as a launching pad for his film career. Discovered by Nazir one-and-a-half years ago while dancing at a local disco he was asked to model for the Vimal show and pitted against the popular Deepak Parashar, the other male in the show. From then on it has been shows and ad campaigns for Charag Din, Vimal, Charminar. Anand a Delhite came to Bombay to seek fame and fortune on the silver screen after learning disco dancing in London and the States. He also did a spot of fashion designing there. Anand is very particular about the shows and ads he models for. "I make sure that I am projected and presented well in all my assignments. I don't like to do too many ads or shows and I like to get the price I ask for. Modelling has definitely brought me before the public eye and it has been an ego booster for me." He feels that male modelling is competitive but not because there are many good models but because there are still boys who will undercut and pose for photographs.

Anand unlike other models is not worried if the films he is doing don't fare well. "I will go into production and direction." For him the length of the role is not important but the type. "I'll do a five minute role as long as it leaves a mark in the film." And finally we come to 'the' question — why does a man like to model? "Because man is an exhibitionist at heart," says Nazir. "It feels good to be noticed on stage, admired and applauded at, surrounded by women at parties and shows. He also unconsciously prostitutes himself when he models underwear for all the world to see. A man is basically as vain or even more so than a woman!"

Ask for the richest-tasting custard. And WeiKFiELD out-tastes all the rest.

WeiKFiELD
CUSTARD POWDER

Rich and delicious. In all the flavours you can ask for. India's largest selling custard. And costs much less than the others. The only custard to meet the exacting standards of ISI.

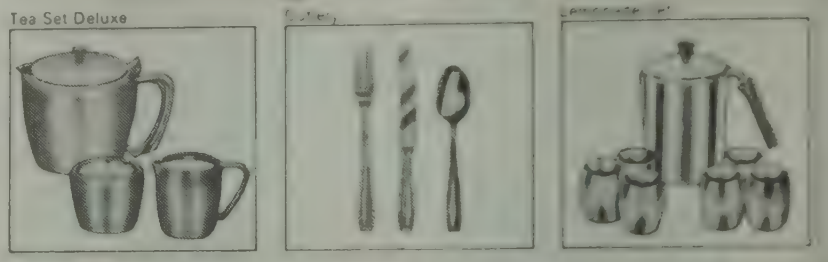
Weikfield — the only Indian company to win the International FOOD/EUROPE AWARD. 1980. for quality in fine foods

Weikfield quality products for every home:
★ Custard Powder ★ Jelly Crystals
★ Drinking Chocolate ★ Cornflour
★ Baking Powder
★ Mustard Powder
★ Glucose-D
★ Icecream Mix Powder

FDS WP/812 A

WeiKFiELD
The quality-conscious company that's also price-conscious.

Bless the bride
on her wedding day
with a Gift
she will always cherish
PEARL
Stainless Steel Tableware



She will remember you for it every day of her wedded life
And thank you for your thoughtfulness in choosing something she cannot do without.
So good in looks, so hygienic,
PEARL stainless steelware is so durable, so easily cleanable

PEARL METAL WORKS
20 Wadi Bunder Road, Bombay 10.

Sign of good Service

Stockists : M/s. R. S. Menekia,
144, Jamal House, Janjikar Street, Bombay-400 003. Phone, 328007
Available at all leading stores.

UMESH YOGA DARSHAN

(Part I English or Hindi)
Author: Yogiraj Shri Umeshchandraji
Founder: Shri Ramtirth Yogashram
(Estd: 1933)

In this most authoritative book, the author with his fifty years of practical experience of Yoga training and research guides you to regain and maintain physical and mental health and attain spiritual bliss.

The book guides you to practise eighty-four classical Yogic postures through easy intermediate and advanced courses, with techniques, benefits and 61 art-paper page illustrations. The techniques of six purificatory processes-SHATKRIYAS are also described with Yogic code of ethics — YAMAS and NIYAMAS. The book is admired by Yogic and medical experts all over the world. Prices : Rs. 30/- Postages : Rs. 5/. Foreign: 3£ or 7$ (Postage extra).

SHRI RAMTIRTH YOGASHRAM

Near Dadar (C. Rly.) Station, Bombay-400 014.
Phone: 442899 (India).

CALCUTTA: THE GRAVEYARD OF MODELLING

Amita Sarwal

Calcutta is the city that gave the advertising world Nandini Sen and earlier, Minni Pasricha. This is the city where Raakhee modelled during her teens; where Amitabh Bachchan tried desperately for a break but was rejected by all the clients and the city which discovered Bombay's newest rage, Kulbhushan Kharbanda.

Yet, when one thinks of the glamour of modelling one automatically thinks of Bombay and not Calcutta. Why is this so? The ad agencies blame the models for non-professionalism and allege that they are only out for a fast buck.

The models in turn accuse the agencies of trying to shortchange them all the time. Yet, the city has several promising models still waiting in the wings.

Take **Sunil Mehra,** for instance. He is ideal male model material. Sunil is tall, rugged, handsome and photogenic as well. An executive in a tea company, he got into modelling "just for a lark". He would like to continue doing it as a "weekend hobby" but laments that "even as a part-time thing, this city doesn't have much to offer by way of assignments. Agreed, it's mainly due to the lack of consumer products manufactured in this region. Besides, there are no modelling agencies to speak of, and that means we contact the ad agencies directly. But who has either the time or the interest? The incentives they offer are much lower than in Bombay where the rates are specified. Yes, if I did find it financially viable, I would show more interest. At the moment, let's put it this way, it gives me a bit of a kick, seeing my face in the papers and magazines, and having pin money to throw around," he says candidly.

Shopna Gupta is one of the leading models of Calcutta and, perhaps, has been on the scene the longest. She started out when she was 19 years old, and has seen many new faces going up the modelling ladder.

"I suppose if I'd opted for modelling as a profession, I would have got to the top as well, but for that I would have had to be in Bombay," she says. Instead she opted for her home, family and a job. (She is a senior lady receptionist with Air-India).

Shopna lays the blame squarely on the photographers. "You can't call them professional material," she says. Shopna has done a stint with Adrian Stephen of Bombay and wishes there was someone of his calibre in her city. "Besides, I do wish the photographers here would allow the models to suggest an angle or pose which might be more suitable. I model in front of a mirror, which helps a lot."

Another reason, she feels, is that "the client, who is paying to popularise his product, would definitely prefer a known face like Nandini Sen's to a comparatively unknown one."

Sunil Mehra, model

Suresh Mullick, creative director

"I've almost stopped modelling now," she says. "It's amazing how totally disorganised and unprofessional everything is here. I certainly don't want to break my head when the sum involved is so small and the working conditions so thoroughly haphazard."

Anasuya Guha Thakurta, a teenager working as an accounts executive with an ad agency, reasons why Calcutta has been left out in the cold: "The people here are far more conservative. Not only will hardly anyone volunteer willingly to model, but they would definitely think twice about daring and baring."

Suresh Mullick, creative director, OBM, enumerated the various negative points for the dilemma the Calcutta agencies are facing.

Firstly, the nature of the accounts. "We have only four to five larger consumer goods manfactured here and practically no textiles. So the basic need doesn't arise.

"Secondly, the proximity of the film industry in Bombay. The models all want to graduate the Zeenat Aman route. I personally feel that the faces in Bombay are totally overexposed. I like new, fresher faces. We used a lot of them in our Bru ads.

"Next, the models here are not of the calibre required. Acting ability is more important for an ad film, than just a photogenic face. A mobile face is a must. Thus casting is very important. Good casting makes for a good film. I don't look for new faces. I use a lot of the guys in my office," he says.

Then, there are the photographers. "In Bombay, Suresh Sheth has an audio-visual lab. Or take Adrian Stephen. You tell them what you want and you can rest assured that the job will be done to your satisfaction. Here it's the lack of equipment — the strobes, lights, backdrops and the paraphernalia required for indoor shooting.

"As for props, in Bombay, we get most of the things from our stock library — or at least the people concerned know where it can be acquired. Here, suppose I need a certain piece of period furniture for one shot, and a garden with a fountain for

BELOW : Anasuya G. Thakurta, accounts executive (left) and Madhuchandra Karlekar, associate creative director.

CALCUTTA: THE GRAVEYARD OF MODELLING

the next, do you think the modelling agencies would be able to locate them for me?"

Barun Chandra has been with Clarions for 16 years and is presently their copy chief. Barun who has acted in a film of Satyajit Ray and has also modelled for a leading brand of cigarettes, says: "I want to speak as an ad man, not as a model."

"Calcutta and Delhi," says Barun, "have got potential models galore. Yet, even in this late 20th century, girls who go out on dates and to parties, come up with the ridiculous line about parents' permission. It's a lot of bunk. To my mind I think there is an element of stigma, a kind of mental block.

els there work non-stop, without breaks except for grabbing a sandwich between shots. Here . . ." he shrugs his shoulders, "they want the red carpet laid out."

"Modelling agencies? To my knowledge there is only one presently. I regret to say, it's not too efficient. They don't even have a proper album of their models' photographs. Recently, we required a model for grandmother's part. We contacted them, and you know what they showed me? The contact print of some women. How the hell do they expect me to pass it?

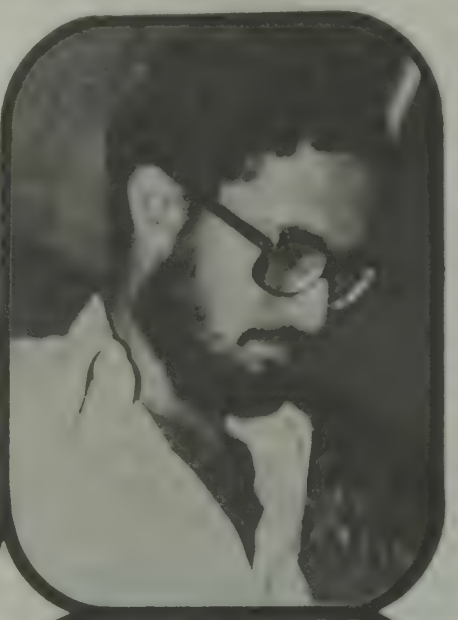
"We at Clarions are trying to be independent through a model coordinator of our own. Eventually it all boils down to the question of demand. I suppose it's useless to blame either the models or the photographers, or us at the agencies. I don't see it picking up unless the consumer industry in this region increases its production," he says.

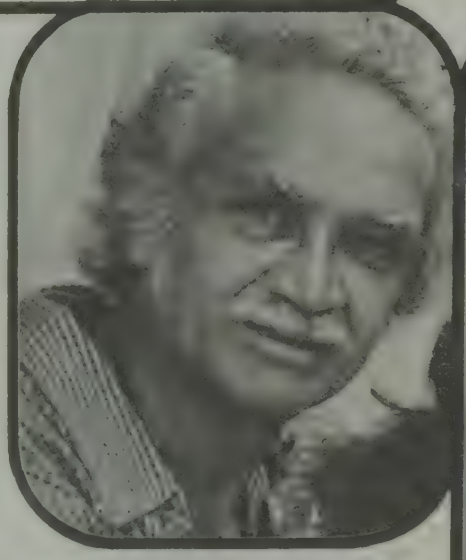
if they do advertise, they don't need models."

Naveen Kishore is connected with Graphic Group, which designs advertisements, and Image India, which makes ad films. "When I first heard of a modelling agency being started here," says Naveen, "I was pleased, hoping they would provide the services we need. But I'm sorry, it was a let down. More often than not, they don't have the information at their fingertips, about locations, props, costumes. And voice samples. They don't have anything on tape, and when we ask for a certain type of a voice, we're told, 'Well I think so-and-so might suit you. Why don't you tape him and find out?' It's so exasperating. If we have to do all this ourselves, why should we approach them? I think that just because they know they are the only ones in the city, they feel they can take things for granted. I'm ready to finance a modelling agency. It's just that here we don't have the time or the manpower to do it ourselves.

"We definitely compete with Bombay in the quality of our films," he said confidently. "An advantage Bombay has is that being unionised, there are no hassles about payments and rates. Here I've been taken for a ride by the clients. After I've delivered the goods, there is this haggling. Already our prices are lower as compared to Bombay," he says.

THE AD AGENCIES BLAME THE MODELS FOR NON-PROFESSIONALISM WHILE THE MODELS ACCUSE THE AGENCIES OF SHORTCHANGING THEM. . .AND CALCUTTA THUS BECOMES A RATHER BLEAK PLACE TO START A MODELLING CAREER





Ahmed Ali, photographer and (right) Niaz Ali his son and assistant.

ABOVE RIGHT : Naveen Kishore, making ad films.

"See the difference — in Bombay the prospective models swarm the ad agencies for an interview. But here we have to coax and cajole them to agree. There is no burning desire here. These people don't realise that it's good pocket money. But it's hard work as well.

"We need a great deal of young housewives and middle executives. The executive-looking model is important to give a superior aura to a product, like, for example, Classics cigarettes. We can't show a young guy say, a college boy smoking them simply because he can't afford them.

"Underpaying? Definitely, we do, because there is less demand here so the models cannot jack up their rates. But you have to see it this way. They are not professionals. Practically each one of them has a job here and we have to shoot at their convenience — usually after office hours or on weekends. So why do they grumble?

"Now to the models themselves," says Barun. "Here I find a total lack of sincerity. In Bombay they come totally prepared for their shot. Full make-up, accessories, alternate clothes, wigs, the entire works. And how they slog! I've seen the leading mod-

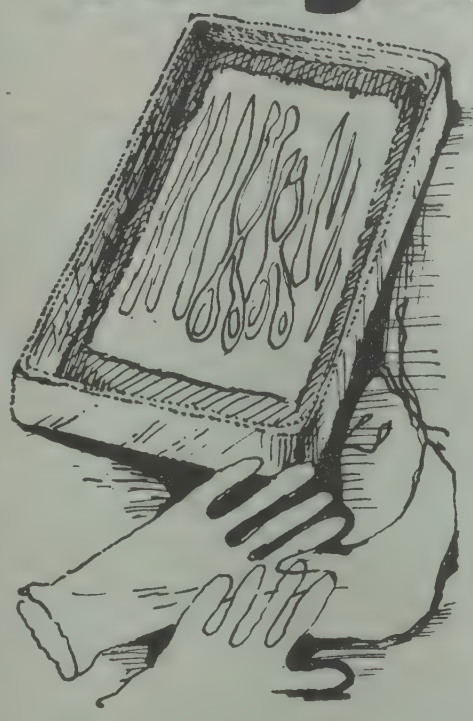
Madhuchandra Karlekar, associate creative director with Grant Advertising, pointed out: "The ad business here isn't so big because all the related subsidiaries aren't as buoyant, the ancillary issues not developed. Besides, most of the companies here aren't into advertising, like the heavy engineering products. Even

Well-known photographer **Ahmed Ali** of UNICA says: "Why only Calcutta? To my way of thinking, modelling can't be a career in India. They do make a little bit of quick money, but anyone who thinks he or she can do it for a long spell, better start thinking twice. Look at Bombay. I find most of the faces thoroughly overexposed. It tends to get boring and loses its impact. The demand is for fresh faces. Here too, in response to a recent ad of ours we were literally flooded with hundreds of photographs. But not one was up to the mark. So we started scouting around at clubs and parties. After years of looking at photographs and faces, I can now spot the potential. Then I usually leave the convincing bit to my wife Philomena, or to my son."

Mr. Ali's grouse is against the ad agencies. "They are the worst paymasters. They all go experimenting and fumbling with amateur photographers, to cut down the cost. How many times have I got an assignment — a rush job they want me to execute immediately. And then they admit that they'd been trying with other photographers for a month without satisfactory results!"

Niaz Ali, his 21-year-old son, and his assistant at the moment, blames the clients for the dearth of good models in Calcutta. "The clients are not willing to pay here, but mention a Bombay girl even an unknown girl, and out comes more money. It's annoying! It's O.K. for us youngsters who have a lot of time and do it for kicks, but what about the executives? They are certainly not going to be attracted by this piddly sum. Sure, some agencies do try and get a better deal for the models, but the clients browbeat them, so they give in."

Are Caesareans Necessary?



Manohar S. Kamath

One of the more remarkable advances in modern medicine has been the steady but gradual fall in deaths associated with childbirth — both maternal and foetal. Part of this great revolution in childbirth has been due to literacy and medicines, but a great deal has been achieved by perfecting techniques in childbirth over the decades.

By far one of the greatest advances in obstetrics (the science dealing with maternal and foetal health and childbirth) has been the perfection of the surgical procedure known as the 'Caesarean section'. Cases of difficult labour which would have been given up as hopeless 25 years ago result in an absolutely safe delivery for both mother and child today because of this surgical technique.

In recent years, there has been an increasing trend to resort to Caesarean deliveries particularly among women living in urban areas, There are several reasons for this. The myths and misunderstandings about Caesareans in the minds of women need clarification.

To start with, the surgical technique to deliver a woman of a child through her abdomen is named after Julius Caesar following a law enacted in the times of the Roman monarch making it compulsory to remove a child from the womb of a pregnant woman if she dies without delivering the child. What the exact purpose of such a law was is not known but it is presumed that some great seer of that time foresaw the possibility of a child continuing to live in its mother's womb even after its mother's death.

Caesareans on living persons however, became a reality only in the late 1800s. It is said that the wife of a butcher who suffered from a bony defect of the pelvis had an obstructed labour and was in pain for four days before the butcher approached the authorities for permission to help the woman in distress. When that permission came on humanitarian grounds, the butcher is said to have cut open the abdomen of his wife with an ordinary knife and delivered her of the child.

The operation today is a much more refined and scientific surgical operation in comparison to those medieval days, and modern anaesthetics and drugs have vastly reduced the post-operative ill effects. So much so, that some doctors do not take even the slightest risk in pregnancies where a difficult delivery is expected.

The mastery of this technique and its regular usage by obstetricians has seen a steady rise in the number of Caesarean operations over the years. In the 1960s, it was estimated that three per cent of children born in the United States were 'Caesar babies'; in 1979, that figure had gone up to 15 per cent. In India too there has been a notable rise in the routine use of this technique; knowledgeable sources say that the incidence has gone up from 0.25 per cent in 1960 for all deliveries to about 2.5 per cent of all deliveries in the late '70s.

Unfortunately, the very easy availability and the safety involved in the procedure has led to a situation where Caesarean operations are often misused to suit the whims and fancies of doctors and patients rather than being used on sound medical grounds.

Women, especially urban socialites, are known to advance bizarre and often ridiculous reasons for insisting on a Caesarean. It is not uncommon for the wife of a nouveau riche executive to insist on a Caesarean "because it is fashionable and all my friends have had their babies that way." The wife of a famous film star (herself the star attraction in one film) went in for a Caesarean during her first confinement reportedly to give her husband a 'birthday gift'. Gynaecologists have often lamented that several women insist on Caesareans so that they can plan and devote a certain period of time when they are free for the delivery, and the entire process does not interfere with other important plans like a vacation or some festive occasion.

A very common misconception among the urban elite is that labour is a very painful phenomenon and getting a delivery by Caesarean is an easy way out. Nothing could be further away from the truth. Pain is an individual feeling and varies from person to person especially when it comes to labour pains. But it should be borne in mind that the Caesarean is a surgical procedure where the abdomen is opened and the post-operative pain is likely to be quite severe for three to four days, though the operation itself may be pain free because of the anaesthetics given to the woman. In a normal delivery, there is no pain at all after the childbirth and women who go in for Caesarean to avoid pain thus suffer more and for a longer period instead of letting Nature have its way.

The working woman is known to ask for a Caesarean quite often because it will mean extended leave and additional benefits in the form of medical reimbursement from her employers. Obliging doctors often give slightly inflated bills to such women as compensation for her sufferings, so long as they get their fees.

The advances in the field of operative obstetrics has also made the medical fraternity bolder in its utilization of surgical procedures like the Caesarean and not take the slightest risk in trying to get a woman to deliver normally. Obstetricians today prefer to do this operation rather than spend some time and energy to assist a delivery by some time-worn methods like utilization of the forceps. Doing a Caesarean is quite a paying proposition too for the doctor considering that a Caesarean costs between Rs. 750 and Rs. 1,000, depending upon the surgeon and the patient's paying capacity in comparison to the Rs. 300 or a little more for a natural delivery.

INDICATIONS FOR A CAESAREAN OPERATION

When does a Caesarean become necessary? Your doctor will be the best judge to decide, but commonly one of several factors could result in his or her coming to a decision to operate rather than wait for a natural delivery. Common among these are:-

Malpresentation of the foetus: In a normal delivery the foetus is rolled up like a ball with its chin on its chest, arms folded across the chest and both lower limbs bent and against its abdomen. The head points downwards and this convoluted position helps the uterus to push out the foetus through the maternal passages with very little trouble to both mother and foetus.

One of several things could happen which would present difficulties in labour due to foetal positioning. Instead of the head, the buttock could be in the lower position (the 'breech' presentation) and though it is possible to deliver such a baby through the natural passage, present day obstetricians don't like to take a risk particularly if it is the first childbirth the woman is undergoing.

Other malpositions of the foetus necessitating a Caesarean are transverse positions (with the foetus at right angles to the uterus) or other rare conditions where the arms or feet may be abnormally placed.

Pelvic deformities: Abnormalities which may be congenital; due to deficiencies or abnormal growth, some women have a narrow pelvis. Since bony structures are non-elastic, such a pelvis would interfere in labour by not allowing the maternal passages to widen adequately. In such cases, the obstetrician is left with no choice but to go in for a Caesarean.

Foetal size: An abnormally large baby or a baby with several anatomical defects like a very large head due to swelling of the skull (hydrocephalus) or congenital tumours obviously cannot make it through the maternal passage. In this condition too, there is no alternative to a Caesarean section.

ARE CAESAREANS NECESSARY?

Previous Caesarean operations: This is also an important reason for a repeat Caesarean in subsequent deliveries. Once a Caesarean is performed on a woman, the cut made on her uterus heals by formation of a scar. It is generally believed that scar tissue is weak and when the uterus expands to its maximum and starts contracting during the process of labour, the stress may be severe enough to tear the scar and cause unpredictable problems. The moral is hence simple: Once you have a Caesarean it is quite likely that subsequent deliveries will also be by Caesarean section.

Foetal distress: During the progress of labour, the doctor periodically puts his stethoscope on a woman's abdomen to monitor the condition of the foetus by hearing its heartbeats. In some cases, the foetus may suddenly start losing its vitality due to a lack of oxygen supply, a condition termed foetal distress. Though the medical profession does not really know the cause of foetal distress in a large number of cases, they do know that if urgent surgical intervention is not resorted to, the life in the womb may be lost. Foetal distress is thus one of the emergencies calling for an urgent Caesarean operation.

Arrest of progress in labour: In some cases, labour begins normally enough but after some time the entire process just seems to stop altogether. The uterine contractions may weaken or due to prolonged labour may cease altogether as a result of which the baby is just not pushed out through the birth canal. There are several drugs available to stimulate uterine contractions all over again but if none of them work, the doctor is left with no alternative but to interfere surgically for the benefit of both mother and child.

Premature rupture of membranes: The foetus is covered in a protective bag of water which ruptures just before labour begins. In a small number of deliveries, rupture of the membranes may not be followed by labour as it normally should. This will lead to a 'dry labour' with uterine exhaustion and failure to progress in labour. Moreover, with the protective bag gone, the child will be exposed to the hazards of serious infections. To avoid these, premature rupture of membranes will be followed by attempts to induce labour by use of drugs by medical personnel and if this fails or too much time elapses there may be no alternative to the Caesarean.

Foetal cord accidents: The foetus receives nutrition and oxygen through the umbilical cord. Any pressure on the cord is virtually a strangulation of the baby and presents a grave risk to its life. If the cord winds round the neck or is delivered before the baby is, it is bound to get compressed in the process of delivery.

Placenta praevia: The placenta is the tissue in which exchange of maternal and foetal substances including oxygen takes place. The umbilical cord is attached to the placenta to which it delivers the foetal blood. The placenta is normally attached to the upper part of the uterus and is delivered last in the process of labour. Sometimes however, it can be attached to the lower part of the uterus ('placenta praevia') in which case two things can happen: either the foetal head will compress it and cause foetal distress or the placenta may be delivered first leading to instantaneous death of the baby. In such cases, a Caesarean is the best way to avoid unnecessary blood loss or foetal mortality.

Maternal gynaecological conditions: A previous scar on the uterus following an operation may not withstand pressure on it during labour. Benign tumours called fibroids found in the uterus may prevent regular contractions or obstruct delivery if they occur in the lower part of the uterus. In these conditions the obstetrician may decide to play it safe and go in for an operation.

Medical conditions in the mother: Diabetes, hypertension and toxaemia of pregnancy (a condition characterised by hypertension, accumulation of fluid in the body and convulsions) are maternal problems which could threaten both lives during the course of labour. Herpes genitalis, a viral infection of the genitals could infect the baby if it were to go through the maternal passages during delivery and cause blindness or even death following infection of the child. In such cases the Caesarean operation will prove a boon to both mother and child.

Though all these conditions may justify a Caesarean operation very rarely will an obstetrician decide on it well in advance without giving the patient a fair chance to deliver through her normal passage — medically termed 'trial of labour'. Such a trial is necessary particularly in borderline cases — for example, a minimum deformity in the pelvis or a mild degree of placenta praevia — since the body often learns to adjust to the need of the moment and manages to deliver a normal baby in spite of all the hazards and tribulations.

OPERATION TECHNIQUES

The operation of a Caesarean section is quite simple and is done with a high degree of safety these days. Several steps are involved in the operation with minor variations in technique to suit the surgeon.

The skin incision: A vertical incision on the skin is quick and involves little bleeding but leaves an ugly scar which may show up on wearing a bikini or a low sari or dress. Cosmetically more acceptable is a 'Pfannenstiel' incision, taken transversely across the abdomen just above the pubic bone. On healing this incision is hidden in the folds of skin and the pubic hairline.

Uterine incisions: After reflecting skin, muscle and peritoneum (the tough sheath of the abdomen) the doctor will push aside the bladder and come across the fully developed uterus. Here too, a vertical or transverse incision is possible in the upper or lower segments of the uterus but from the surgical viewpoint a transverse incision in the lower part of the uterus is ideal since it heals faster, is bloodless to perform and can be sewed up quickly too. But if there is a great hurry or the doctor has to deliver a large baby or twins he may still resort to an upper segment vertical incision which is quicker to perform and gives plenty of room for him to manipulate the child.

The entire operation from skin incision to deliver normally takes about 12 minutes but if a real emergency threatens the life an expert surgeon is able to cut this down to as little as eight minutes. The repair work after the operation usually takes about 30 minutes.

The moral of the story is clear: when it comes to delivery of your child, leave it in the hands of your trusted physician and obstetrician to decide how they should handle the delivery. They still know what is best for you.

NOW...AT YOUR DOORSTEP

Enchanting broad-bordered

hakoba®

EMBROIDERED FABRICS FOR SAREES

① Design No.: 5823. Border width: 6cms (top) 20cms (bottom)-Double border. Price: 469.50

② Design No.: 3693. Border width: 16cms Price: Rs. 473.00

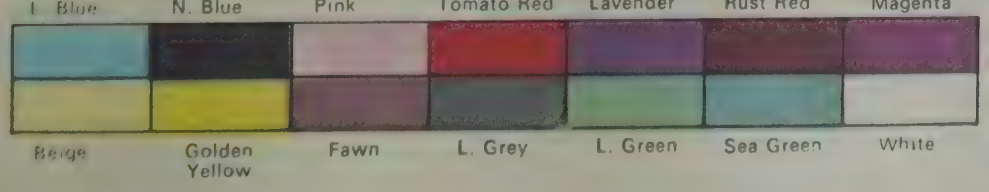
③ Design No.: 2843. Border width: 19cms Price: Rs. 415.00

④ Design No.: 5204. Border width: 11cms Price: Rs. 425.00

Now, you can shop for these exclusive embroidered fabrics in the comfort of your home.

All you have to do, is to select the fabrics of your choice, fill in the coupon and mail it to us along with an advance of Rs. 40/-
The embroidered fabrics in lengths of 5.50 m. will be sent to you by V.P.P.

All fabrics are 100% polyester American Georgette, with Butties and in 5.50 m. length
They are available in a choice of 14 colours including white.



Get HAKOBA embroidered fabrics at your doorstep. Cut this coupon and post today.

hakoba SHOP,
95, V. P. Road, C. P. Tank, Bombay 400 004.

★Please send me the fabrics as per details mentioned below:

Design No. _____

Colour _____ Price _____

I have sent Rs. 40/- as advance by M.O./Draft in favour of Hakoba Ltd. I agree to pay the postman the balance amount on receipt of the V.P.P. parcel

Name _____

Address _____

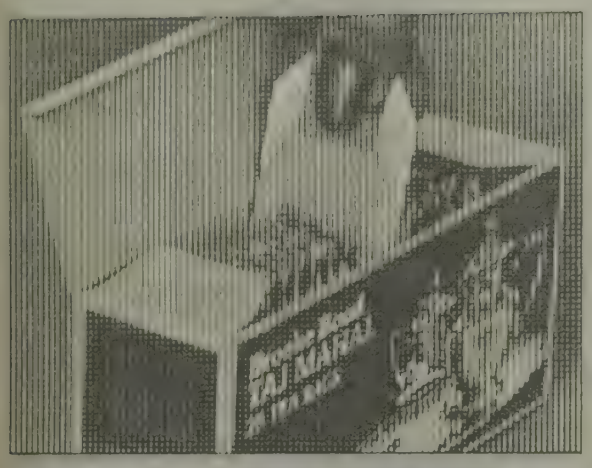
_____

Signature _____

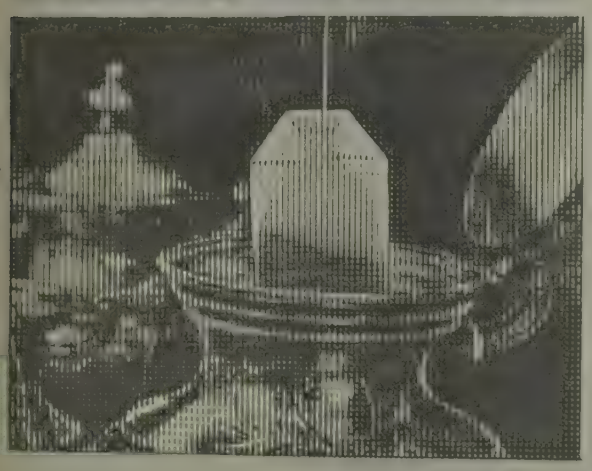
★ Supply subject to availability of stock

Brooke Bond presents

a great new way to good tea



just pick...



and dip.

Mmm!

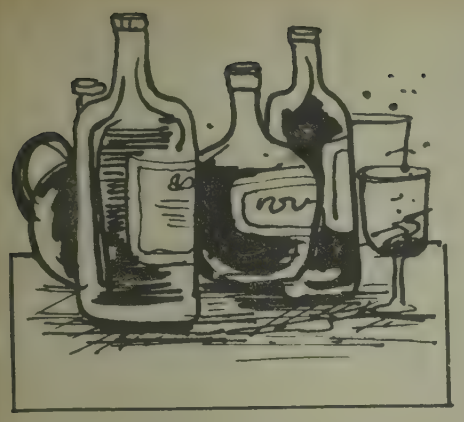
No more strainers, or messing with used leaves nor washing up afterwards. Taj Tea Bags, a simple, tidy and stylish way to make tea, good tea whose strength can be matched to individual taste. Plus a waste-free means of keeping check on how much tea you use. And of course the Brooke Bond promise to make every cup a joy.

Brooke Bond

Taj Mahal Tea Bags

Good tea. Made simply.

Available in select towns only.



IS ALCOHOL AN APHRODISIAC?

Vinod Kapoor

People often discuss the potential of alcohol as a sex stimulant at stag parties or roadside pubs. The general opinion confirms the myth that alcohol is a potent drug with medicinal strength to enhance sexual desires. Perhaps that is why more and more people are taking to alcohol with only this solitary reason prompting them. And the fad has of late become a phenomenon the world over, raising the liquor sales by over 31 per cent.

"Candy is dandy but liquor is quicker" goes the old saying and the folklore of lovemaking success has always paid tributes to the beneficial aspects of alcohol in breaking the ice. One barroom gag tells about a sexy coed in skintight jeans, walking down the campus when a young painter approaches her saying that he could not help wondering, how did anyone get into those pants? The girl with a naughty blink replied, "Well, you can start by buying me a beer!"

Virtually all standard ingredients used in modern formula for liquors are credited in the extensive Arab, Hindu and Chinese literature on aphrodisiacs, with the power to stimulate libidinous impulses. Even relatively tame after-dinner cordials were originally devised as love potions.

The ancient Hindu manuals carry formulae which were used by royalty to satisfy their ego, while fulfilling their commitments in their harems. The reign of the Mughals added many more recipes to the long list of aphrodisiacs. The recipes were later 'exported' by the Britishers for their own benefit back home. Though medicines made from herbs were used as stimulants alcohol has always remained a popular aphrodisiac.

Is alcohol really an aphrodisiac? No medical authority is yet convinced that any particular substance is truly an aphrodisiac — that mythical substance which when ingested, will ensure a male's firm and longlasting erection and a female's avid and immediate desire for sex. Some give it a new orientation and refrain from terming it as an aphrodisiac. Alcohol is regarded as a mood enhancer — a relaxer that results in a certain amount of unwinding. The unwinding effort is certainly well attested to. A drink can ease the tension when about to encounter a new person, whether on a sexual or any other level. So the question remains, is alcohol a reliable love aid?

It would be more relevant if the working of alcohol on the human body is understood before coming to any conclusion. The alcohol we drink is a very potent drug. In addition it affects the coordination of the mind and body. It depresses the higher brain centres which provide judgement, restraint and inhibition. In the early stages of drinking, the depression of these brain centres usually cause pleasant sensations, even though efficiency is lessened. Indeed, along with the impairment of judgement, self-confidence often increases and one may actually have the illusion of increased skill.

Hence, a small drink can ease the doubts of a man who may be customarily shy about initiating lovemaking and help him to forget past experiences that were less than happy. It can relax the inhibitions that a woman may have about responding. It may help a couple try something they have never tried before. And as far as efficiency goes — much of the ineffective lovemaking is a direct result of doubts and inhibitions. The very illusion of greater skill that alcohol can produce may bring about that skill in reality.

What happens when a person takes a drink? Ethyl alcohol is absorbed into the bloodstream from the stomach and small intestine and is carried to the brain. That is where the relaxatory aspects come in. There is an interference with the brain's usual functioning. How people react, depends upon a wide variety of factors. Experiments on humans and animals in Germany reveal that small amounts of alcohol can create warm, even euphoric sensations and minimise inhibitions — especially the kind which limit the enjoyment of sex. Unfortunately, there is a widespread human tendency to assume that if a little of something is good then more is better and a whole lot is best of all.

We have seen and experienced too, the results of taking more or even a whole lot of alcohol. The slight loss of efficiency becomes a pronounced lack of physical and mental coordination. The euphoria may suddenly change to the blackest of depression. Good feelings towards others may switch to violent antipathy. Ease in speaking one's true feelings becomes slurred speech.

Between the pleasant feelings and the ultimate blackout, if moderation is ignored, sexual desires may increase. Even William Shakespeare sums the story up in Macbeth, when the tipsy porter says of drink, "it provokes the desire but takes away the performance"!

Where to draw the line? When can drinking improve sexual performance and when will it defeat lovemaking? The answer, well, is not determined on any hard and fast rule but entirely on an individual's capacity. A recent study by the University of Oklahoma Health Service Centre indicated that if you're a social drinker, your state of consciousness at any given time or moment depends on many different factors from how fast you drink to how much you drink. Women the report says, get more drunk than men on an equal amount of alcohol. The researchers also determined that more introverted people can sometimes keep drinking without showing its effects for quite a while.

So, it establishes that alcohol affects different people in different ways. Even more than that, what is little for some people may be a lot for others. Given all these variables the best guide perhaps to using alcohol as a sexual catalyst is our own common sense.

Mysore Sandal

The great Indian tradition in luxury bath soaps

A quality product from Government Soap Factory, Bangalore. Marketed by Ⓜ Mysore Sales International Ltd., Bangalore-560 052.

"They also serve who only stand and wait"

The many male dependants who live off their famous sisters are content to be mere shadows

Most of our heroines, take credit for being excellent examples of working women. They say they are able to manage their professional lives beautifully on their own. In the case of successful film actresses, their families are faced with questions as to why they lack the same spirit of independence. It is true that in most cases not only is the immediate family dependent on her but also a whole lot of relatives. When our thespian Dilip Kumar had all his relatives living off **him** in his heyday, nobody questioned it as it was taken for granted that there is nothing wrong in living off a successful man's hard earned money. But now when the same happens with a lady breadwinner, her whole family is criticised for sponging on her.

Everybody criticises Hema's brothers for giving up their respective professions. But at least they have now set up their own business which is not as bad as living on Hema's money although they may have started their business with her financial help.

Even though the men make a living, they come nowhere near their sisters' incomes. So do these men have any opportunity of voicing their opinion? Do they not desire to get away from their sisters' shadows? Do the women call the shots at home?

All these questions lead us to Ranjeeta's house to meet Brijendra, Ranjeeta's younger brother. Benju as he is affectionately called is the only son in the family of five girls, and is hence duly pampered. He has come to Bombay after completing his engineering in Punjab. Ranjeeta's family is a simple one, basically still Punjab farmers at heart. They still have their farms there and her father still shuttles between Bombay and Punjab. And Benju explains that the family does not depend solely on Ranjeeta's income. "Robby is the first actress in the family but not the first working woman. My elder sister is an air hostess. Having two sisters older than I it is but natural that they started earning before I did." He smiles (just like Ranjeeta) and continues "All though we don't depend on Robby's money alone, it is true that we are much better off now with her income. We have this lovely flat and cars at our disposal all because of her."

When asked how he feels about having to be dependent on his sister, he smiled again and answered, "I don't feel as if I am living off Robby's money. She is my sister and if she does spend for me, I don't feel bad about it. She has invested money in a wine shop for me, and I intend paying her back. She cannot go on looking after us. She has to get married some day and go away."

Talking about his own ambition in life he says, "I wanted to become an engineer, but after coming to Bombay I realised that engineering won't pay me as much as, say, distribution or production, and so I have now launched my own distribution business.

Continued on page 53

RANJEETA
Photograph : Haresh Daftary

REENA RO
Photograph: Girish Shukla

Now that you're a young girl you need the protection only CAREFREE* can give

CAREFREE is made with you in mind. It is the modern woman's answer to sanitary protection on those 5 days.

CAREFREE is a specially absorbent napkin that does away with the extra bulk you might otherwise have to wear. In fact, CAREFREE is so absorbent, a single napkin can retain up to half your total period's flow. But do change as often as you like for a fresher feeling.

And only CAREFREE has a plastic shield around the bottom and sides, to act as a three-way barrier against staining.

With CAREFREE you feel so comfortable, you forget what day of the month it is. No soak-through, no troublesome washing and drying.

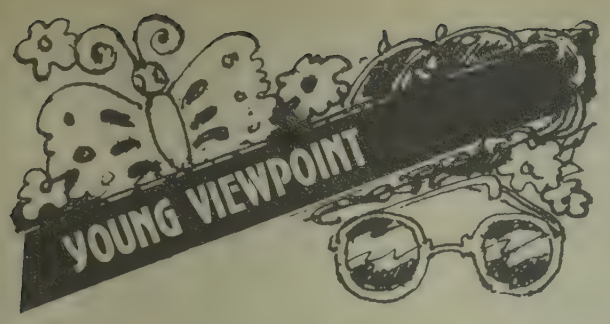
CAREFREE is ready to use, so easy to change, so simple to dispose of. So hygienic.

Wear CAREFREE and be confident at all times.

Available in packs of 10 and 20 napkins.

*Product Name is Sanitary Napkins. CAREFREE and JOHNSON & JOHNSON are trademarks of Johnson & Johnson U.S.A. © J & J 78

Johnson & Johnson

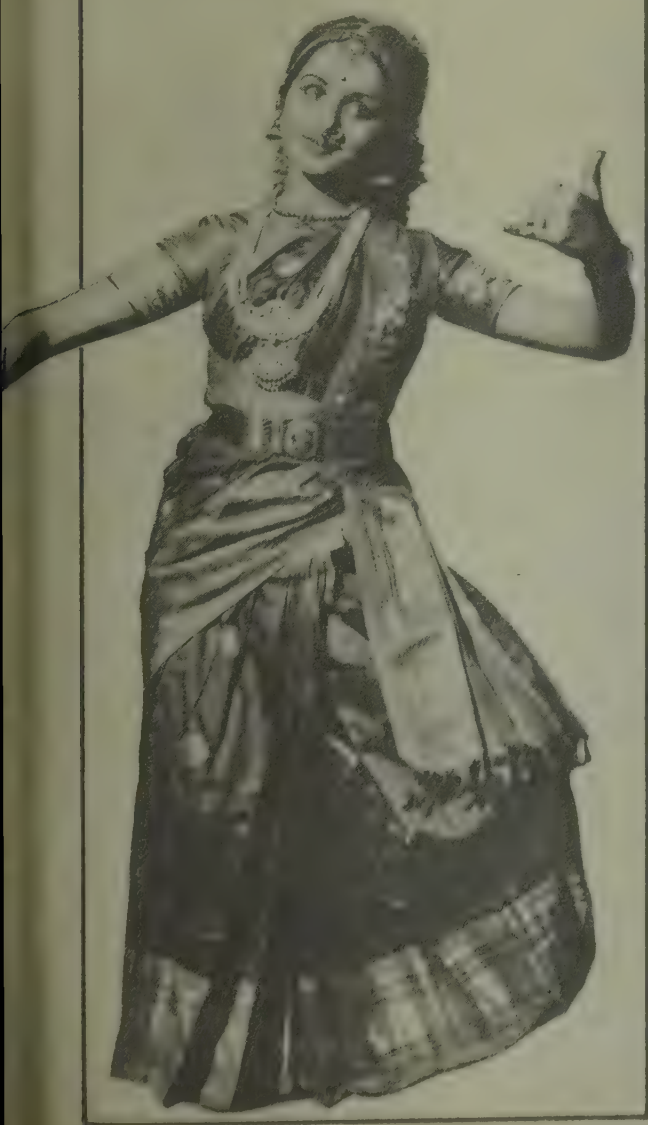


A forum for young people to express their opinions, share news about their activities and get to know more about each other

TWINKLE-TOED VIDYA

Raju Chandran

Sri Vidya, daughter of Bombay's famed Bharata Natyam dancer, Sudha Chandrasekhar, nee Doraiswamy was presented at Shanmukhananda Hall by Sri Raja Rajeswari Kala Mandir and Vidyanjali, Canada, in a Bharata Natyam recital. Sri Vidya has inherited her tutor-mother's dancing grace which she displayed in the evening's repertoire.



"IT IS NOT A COMFORTABLE FEELING..."

A YOUNG PARSI SPEAKS OUT

On royal birthdays or in the case of a death in the house of British royalty, at coronation ceremonies or on the arrival of a new viceroy, the Parsis demonstrated their loyalty at public meetings. In the case of British entanglements abroad, the community took an imperialistic stand, terming the British wars as 'just' and 'necessary' for peace and the progress of civilization. A few days before Independence a major segment of the community conveniently reoriented itself to celebrate the departure of the British and the country's new-found freedom.

The Parsis' opportunistic sommersaults have been interpreted by historians as stemming from the insecurity of being members of a minority. In exchange for being strictly loyal to every ruling authority, the community members wished to be allowed to practise their religion in complete freedom which they did. Consequently, the history of India has witnessed no Parsi persecutions or pogroms, primarily because both the Parsis and the majority Hindu community did not attempt assimilation or mutual conversion.

In fact, having been the first Indian community to have come into close commercial and intellectual contact with the British, the majority of them are very Westernized rather than Indianized. Some women for instance, during the British Raj, reportedly adopted Western fashions to the point of grotesque exaggeration. There are others who defensively adhere to their traditions, nostalgically looking towards Iran as their spiritual homeland, and sometimes secretly believe themselves to be superior to the rest of Indian society. There are still others who are relatively liberal and take little interest in community affairs, emphasizing their Indianness instead.

Many young Parsis are also part of the community's century-long uncertainty regarding their identity. The youngsters are often confronted with stories of glorification by elders of their historical past and are constantly reminded that the community has provided India's largest industrial concerns, the largest (now nationalised) private bank, important statesmen, a high ranking Indian military officer, and the country's most important nuclear physicist.

Since Independent India accepted the Parsis without questioning their need to preserve their ethnic identity, Parsis today probably feel less insecure as a minority community. The insecurity today stems from the fact that the community is dying with reportedly only 1,20,000 members left scattered all over the globe, concentrated primarily in India followed by Iran, England, Africa, Australia and Hong Kong.

The Parsi in his traditional garb will soon become a museum piece, a fossil, warn demographers. It is not a comfortable feeling to be part of a dying species.

J. G.

MAKING WAVES IN CANADA

Manu Kala Mandir presented Kumari Sujata V. Shetty in a Bharata Natyam arangetram in Canada recently. Sujata, who has been a student of Manu Kala Mandir (Bombay) for over eight years, graduated in commerce from Sydenham College, Bombay. At present she is studying for her MBA degree at the Utah State University, USA. On the basis of her academic excellence she has been elected as member of Beta Gamma Sigma, a Business Scholastic Honorary Society. She is at present secretary of India Association, at the University. Besides dancing, her other interests include reading, music, sports and travelling.

ER-DARK
ZLERS

Photographs : Taiyeb Badshah

There's always a happy lull in the air when pretty eves step out gracefully after dark, clad in dazzling outfits and sarees. Flatter yourself in one of these elegant, light, and easy to drape chiffons, organdies, organzas and silks. It's all the rage now — colourful and vibrant — embroidered, appliqued or printed having a snazzy eye-catching appeal and tremendous visual impact. The choice of selection is all yours — all in wondrous hues and designs with wide and narrow shimmering borders and pallavs well suited for those enchanting evenings. These lovely sarees will be a tribute to life's happy times!

INSET LEFT : Be a glamorous hostess in a red khari printed saree. The traditional bandhani print enlivens the border and pallav edge in a contrast shade of brown.

INSET RIGHT : For a late day drama — floral and abstract printed border, cleverly coordinates with diagonal stripes printed all over in black and white; embroidered and printed panels in white enhance the skirt and pallav edge with tiny mirrors strewn over for extra glamour.

Glamour galore for a very special night! Three gorgeous sarees in white, green and navy blue interspersed with broad panels — embroidered, printed and appliqued in vivid and varied colour combinations.

Courtesy: Jagdish Prints, Jetpur.

It is a risky, daring business with scant margin for error. You have to have stamina, the gift of balance, good technique, extensive training and immense will power. Even then, the unpredictable odds are many — and yet a group of Indian girls successfully scaled and were the first to conquer the 22,0001-foot high Ratben Peak in the Garwhal Himalayas.

Previously, many foreign teams had attempted to climb the peak, but failed. It therefore speaks highly of the Indian girls' mountaineering skills — and luck — that they reached their objective. Their story, though little known, is charged with a fair amount of excitement and enthusiasm.

The N.C.C. expedition was known as "Abhiyan 77". It started off with much fanfare. The team went by bus up to Joshimath, and on foot thereafter. They reached the famed and truly lovely Valley of Flowers, and decided to pitch their Base Camp in the valley itself. Further along the chosen route, the team set up Camp 1 and Camp II, and prepared for the final assault on the virgin peak.

Beginning from the time of preparation in the plains, it had taken them a full one and a half months to reach this stage. The expedition was well equipped, with a wireless in case of emergencies. Still, it must be borne in mind that though climbers do everything in their power to ensure their own safety, no degree of caution can protect them completely. It has often been said that in the end the climber's skill may not be equal to the danger of the mountain, and death can suddenly stare one in the face. Against this tense background of lurking danger, the girls set off on the final stretch.

September 28, 1977 was a blustery day, the sky heavy with clouds. The girls were still some distance from their target — it seemed so near and yet so far — when it started snowing heavily. But summoning their reserves the girls ploughed on through the snow to negotiate the final distance to the peak. It was an exciting moment indeed as the girls triumphantly planted their flag on the mountain top. Some left personal mementoes like rings and inscribed bracelets to mark for posterity their ascent of the peak.

The descent began almost disastrously, for one of the girls was stricken by frostbite, an ever present hazard at such an altitude and in such intense cold. In many cases it has led to loss of toes. Worried but undaunted, the other members of the expedition began to massage vigorously the affected foot and leg. Their efforts paid off for the girl was, after some time able to walk and attempt the climb down to camp. And the way back was treacherous, the girls having to walk through 26 hours of heavy snowfall.

Meanwhile, back at the assault camp, everybody was in a state of anxiety and suspense, concerned about the safety of the team, for in mountaineering anything can happen. When the team reached camp the next day, there was much rejoicing and jubilation. The girls, though light at heart were understandably bone weary and exhausted.

What are these girl mountaineers like? What is it that makes them risk their lives against heavy odds, and strain the limit of the possible? We met them, and

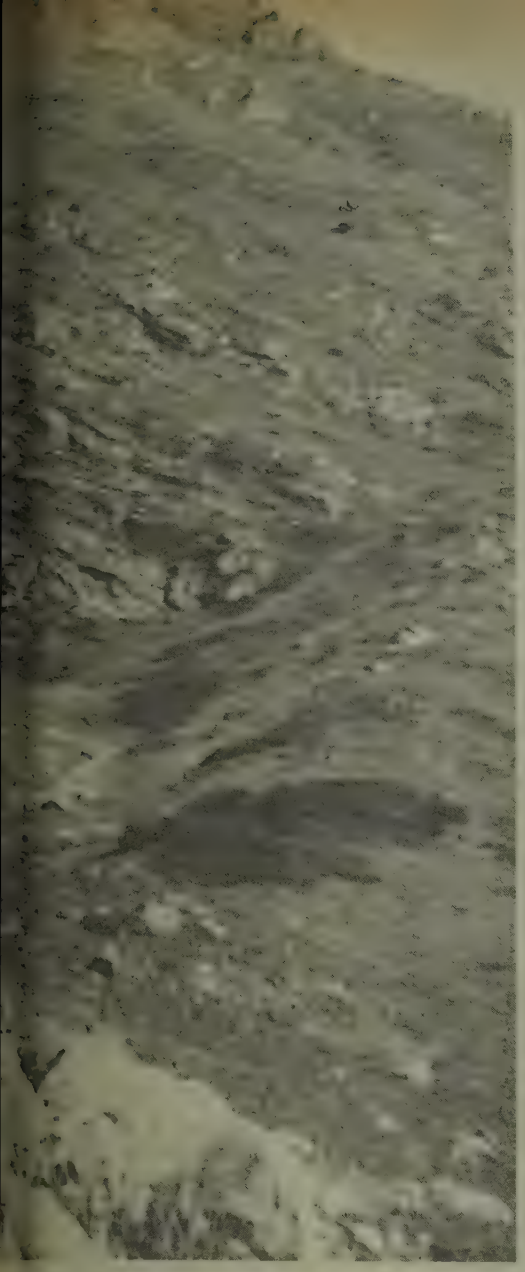
RIGHT: Relaxing at a spot between Camp 1 and Base Camp near Ratban Peak.

Santosh Rawat

THE CALL

GENERALLY IN THEIR LATE TEENS AND EARLY TWENTIES, MOST OF THESE MOUNTAINEERS ARE SLIGHT IN BUILD — ALWAYS AN ADVANTAGE IN MOUNTAIN CLIMBING. THEY HAVE EXTRAORDINARY STAMINA AND AN OVERPOWERING WILL TO SURVIVE. THE GIRLS SAY THEY SUCCEED BECAUSE THEY ALLOW "NOTHING TO STAND IN THE WAY"

Veenu Sandal



OF THE MOUNTAINS

felt a strange stirring within her. By just gazing at the mountains, she said she seemed to develop an affinity with them, and all her imaginary adventures took place in mountain settings.

"I was very different from other girls, you know, like I didn't like dolls and toys, I thought them sissy. Instead, I liked playing rough games, and played a lot of cricket and hockey. In any case, my childhood friends were mainly boys and I joined in all their sporting pastimes as if I was one of them."

This background was an advantage in college, where she soon shone in athletic events. Besides captaining the University team, she won the distinction of being four times Athletic Champion of Garwhal University, which in itself is a record.

Her talent and potential could not fail to be ignored, and Santosh, currently a student of Garwhal University, was selected and sponsored by the N.C.C. to do a basic course in mountaineering. For the mountain-enamoured Santosh, this was a heaven-sent opportunity and she made full use of it. At the Institute of Mountaineering and Allied Sports in Himachal Pradesh, she topped her course, and won the All-India All-Round Best Trainee Award. During the training itself, she climbed the 18,000-foot high Friendship Peak.

Sangeeta Bisht

Arvinder

Asha Monsal

When asked about the secret of her confidence and subsequent success, Santosh said her first mountain experiences encouraged her greatly. She cited two incidents which strengthened her resolve and self-confidence. "It was in Manali, I still remember, when we were undergoing training. Continuous trekking in rough terrain caused blisters to form on my feet. Walking with my shoes on was sheer agony. So gritting my teeth, I took off my shoes, and proceeded on bare feet. At this time, we were at a height of about 2,000 feet and it was very cold. In fact, my team mates were wearing four pairs of socks each! But simply by making up my mind, I was able to continue, bare feet, cold, pain and much else notwithstanding. This incident proved to me that where there is a will there is a way."

Santosh Rawat had a close brush with death in the second incident, but she did not allow the experience to shake her in any way. "This was in Manali again...in June 1955... We never climbing much above Vyas Kund Far below us there was an abyss. Suddenly, my foot slipped and I began to fall... I fell about 2000 feet. Just when I thought all was over, my hand managed to grip, more by chance than design, a jutting rock, and I was saved. This was a very close call indeed, but for me it has only added to the adventure and charm of mountaineering."

Mountaineering has in it an ever present danger to life and limb. It was, therefore, perhaps but natural that Santosh got more backing from her friends than her family. But she has not permitted this to dampen her enthusiasm. In fact, while preparing for expeditions in the near future, Santosh and the other women mountaineers are now dreaming, they say, of ultimately climbing Mount Everest.

were struck by their zest for life. Generally in their late teens and early twenties, most of them are slight in build — always an advantage in mountain climbing. In common with other mountaineers, they have extraordinary stamina and an overpowering will to do what they want to — and survive. The girls say they succeeded because they allowed "nothing to stand in the way."

"The day I climbed the peak was the greatest day in my life — a dream come true," enthused Santosh Rawat, the most voluble of the group. Not only the greatest, but probably also the most difficult, for earlier, a big stone had rolled down and injured her foot, hampering movement. Enthusiasm and a few pills overcame this handicap and Santosh Rawat and her team mates were successful, going down in mountaineering history as the first team to conquer the Ratben Peak.

Looking at the lofty Himalayas, Santosh, since early childhood,

Ready for the trek to the Valley Of Flowers.

Photographs : Brahm Dev

Dry winds, scorching sun drain your skin of moisturisers

New Charmis
Natural Skin Cream keeps

your skin soft, supple, glowing

Because it's got moisturisers
closest to your skin's own

New Charmis Natural Skin Cream counters the harsh effects of weather, soaps and cosmetics. It has an exclusive formula: a blend that contains an ingredient closest to your skin's own moisturisers.

New Charmis Natural Skin Cream's light, non-greasy texture makes it ideal to use all day and at night.

Bring out your natural loveliness with New Charmis Natural Skin Cream.

NEW Charmis NATURAL SKIN CREAM MADE IN INDIA

New Charmis Natural Skin Cream. As natural as your skin's own moisturisers

BE WISE-PEEL-WISE

Premila Lal

The high cost of food is a problem every housewife has to wrestle with, day after day. And, to cut this cost, one must always try and invest food money wisely. Select vegetables and fruits that will serve a dual purpose in cooking. Create sumptuous dishes out of those throw-away vegetable peel or rind — transform them into delicious kachodis, koftas, sabjis or make piquant chutneys and marmalades.

GRAPEFRUIT AND LEMON MARMALADE

2 grapefruits
4 lemons
4 pints water
1½ kg sugar

Wash the fruit and halve them. Squeeze out the juice and strain. Shred the peel. Tie the pith, membrane and pip in a muslin bag. Put into a pan with the shredded peel and fruit juice. Add the water. Boil until tender or till the contents of the pan is reduced by almost half. Now remove the muslin bag and squeeze the extract into the mixture. Add the sugar and stir until the mixture comes to a boil. Continue to boil over a quick flame for ten minutes and test for setting. When ready remove from the fire and bottle.

Photograph : Taiyeb Badshah

MIXED PEEL MALAI KOFTA

1 cup mixed peel, minced (marrow, banana etc.)
2 medium potatoes
250 grams curds
3 green chillis
½ tsp. cummin powders
½ tsp. coriander powder
½ tsp. pepper, ground
Salt to taste
Ghee
Coriander, chopped

Boil and mash the potatoes. Mix well with the minced peel. N. B. If necessary cook the peel slightly before mincing. Season with half the amount of cummin, coriander, pepper and a dash of salt. Form small balls of the mixture and fry in hot ghee till golden brown. Drain and keep aside.

Heat the ghee again in a separate dekchi. Add the beaten curd and the remaining spices. Put in the chopped green chillis. Simmer till the ghee floats to the top. Put in the koftas and half cup of hot water. Cover and cook for five minutes. Serve sprinkled with a dash of garam masala and chopped coriander leaves.

BANANA PEEL CURRY

Peel of 12 bananas
60 grams curds
2 green chillis, chopped
1 tsp. salt
½ tsp. garam masala
½ tsp. turmeric powder
½ tsp. mustard seeds
Ghee
Coconut, grated
Lemon

Cut the banana peel into half inch pieces. Heat a little ghee in a deep frying pan and fry the chillis, mustard seeds and turmeric. Add the pieces and salt. Cook for a short while. Now add the curd and the garam masala. Cook on a low fire. Stir carefully so as not to break up the banana peel. Serve sprinkled with coconut and a dash of lemon.

WATERMELON GHASI

1 large watermelon
1 medium-sized coconut
4-5 potatoes
60 grams Bengal gram dal
1 tsp. coriander seeds
1 tsp. black gram dal
25 red chillis
2 tbsps. ghee
1 onion, chopped
A small ball tamarind
Salt to taste

After removing the pink fruit and seeds of the watermelon, peel the outer skin and save the rind for cooking. Make the masala by mixing together the coconut scrapings, chillis, coriander and the black dal in a dekchi. Roast them on a slow fire to an even brown colour. Stir continuously. Pound all these to a coarse powder. Mix in a cup of water and keep aside. Extract tamarind juice and keep aside.

Soak the gram overnight. Next morning, wash and cook till tender. Cut the potatoes and melon rind into one inch cubes and add them to the cooked gram. Put salt and cook till tender. Pour in the masala and tamarind juice. Boil for five minutes. In the meantime, heat the ghee. Add the chopped onion, brown and poud into the curry. Stir for a few seconds. Remove from fire and serve hot with plain rice or chapattis.

MATAR CHILKA SALAN

500 grams mutton, diced
250 grams tender pea shells
2 tbsps. coriander powder
½ cup milk
1 tsp. sugar
2 tsps. garam masala
1 tsp. turmeric
Ghee
Salt and chilli powder to taste

Shell the peas and save the skins. Cut into bits. Heat the ghee in a dekchi and add a teaspoon of sugar. When the sugar melts, add the mutton and keep stirring. When the mutton starts sticking to the bottom of the dekchi, add milk and stir. Add salt, chilli powder and coriander and cook until the mutton is well browned. Add the chopped skins and fry along with the mutton until brown. Add turmeric and after five minutes add a small glass of water. Allow to cook until the mutton is done. When the water has evaporated and the ghee rises to the top, add the garam masala. Cook covered on a slow fire so that the flavour of the spices can permeate thoroughly. Serve hot.

DOODHI VADAI

1 cup doodhi peel, shredded, cooked
125 black gram dal
8 green chillis
1 tbsp. coriander leaves, chopped
1 piece ginger
1 small piece asafoetida
Salt to taste
Oil for frying

Soak the dal in water for two hours and then grind to a paste. Mash the doodhi peel into a soft paste. Add the finely chopped chillis, the ground ginger and asafoetida. Mix these into the dal paste (a pinch of turmeric may be added for colour if desired). Add salt to taste and coriander leaves and mix well. Heat the oil in a kerahi. Prepare small balls from the mixture. Flatten them out and make a small hole in the centre of each ball with your forefinger. Fry the balls till brown and serve with chutney.

APPLE RICE

250 grams rice
Water as required
Salt to taste
2 tbsps. ghee or oil
1 tbsp. gram dal, soaked
2 dry red chillis
2 bay leaves
½ cup apple peel, shredded
1 tbsp. raw mango peel, shredded
GRIND TO A PASTE
2 red chillis
A pinch mustard
½ tsp. turmeric powder
A pinch asafoetida

Cook the rice in boiling salted water till barely cooked. Drain off some of the water and stir in some oil lightly with a fork so that the grains remain separate. Cool the rice. Mix the masala paste, shredded mango and apple peel into it. Heat the rest of the ghee in a pan and brown the dal lightly. Add the chillis and the bay leaves and fry for a minute. Put in the rice and blend well. Cover and allow to remain over very low heat till serving time.

KELE KI KACHODI

Peel of 2 bananas
1 tbsp. green gram dal
Salt to taste
Chilli powder to taste
1 cup flour
Ghee for frying
GRIND TO A PASTE:
2-inch piece ginger
1 onion, chopped
Green chillis to taste
Juice of ½ lemon

Soak the dal for two hours. Grind to a paste. Wash and grind the banana peel and mix together with the dal. Heat the oil. Saute the ground masala till brown. Add salt and chilli powder. Add the ground paste and fry. Cook till dry. Make a soft pliable dough of the flour. Divide into equal number of balls. Flatten each ball and put in the above cooked mixture. Seal well and form into a smooth ball. Fry in ghee till brown.

ANNOUNCING NEW GIFTS FOR OUR COOKERY WINNERS

Prize winners of our Weekly Contest will receive in addition to the usual Rs. 50.00 cash prize:

1) A set of 3 Thumb-Press Storefresh container from TRUPTI INDUSTRIES. 2) A gift hamper from WEIKFIELD containing Elaichi Custard Powder, Jelly Crystals, Drinking Chocolate, Glucose-D, Variety Custard Powder and Corn Flour and 3) a 4 plate Meera Steam-Thru from MEERA METAL INDUSTRIES, Bombay.

Miss Sabrina Dutt, Calcutta.

ONE POT CHICKEN MEAL

1 chicken
2 large tomatoes, skinned and chopped
Seasoned flour
30 grams butter
1 tbsp. onion, chopped
1 large potato, peeled and diced
Fresh coriander, chopped

Wash and quarter the chicken. Coat the chicken with the seasoned flour. Heat the fat in a heavy saucepan and fry the onion over a gentle fire until soft. Add the chicken, skin side downward and fry until golden. Turn the chicken over, add the tomatoes, the diced potatoes and seasoning to taste. Cover tightly and simmer over a low heat for twenty to thirty minutes until cooked. Sprinkle with coriander and serve.

Mrs. Kanika Kargupta, Bombay.

MEATEGG BATATA

½ kg potato
250 grams mince meat
10 eggs
2 medium size onions
4 cloves garlic, flaked
50 grams ginger
2 red chillis
4 cloves
4 pieces cinnamon
2-3 pieces cardamoms
½ tsp. sugar
1 cup gram flour
A pinch soda-bicarb
Salt to taste
Oil for frying

Grind the onions, garlic, ginger and red chillis. Grind to a fine paste the cloves, cinnamon and cardamoms. Wash the mince. Boil the potatoes and eggs. Peel and mash the potatoes to a smooth dough. Add salt. Shell the eggs and cut into halves. Carefully remove the yolks. Add soda-bicarb and little salt to the gram flour and form a thick batter. Keep aside. Fry the ground onion-masala with salt, sugar and the ground paste. Add the mince and yolk and cook till done. Remove from the fire. Fill the hollow portion of the eggs with the mince. Make twenty balls out of the mashed potatoes Make a depression in each. Put the stuffed egg in and neatly form into a ball. Heat oil. Dip into the batter and deep fry.

Sheila Lalwani, Bombay.

ROAST CHICKEN IN CURD

1 kg chicken
Oil as required
½ tsp. turmeric powder
1 tbsp. chilli powder
1 tbsp. coriander powder
1 tbsp. mango powder
Salt and vinegar to taste
¼ kg curd

MIX TOGETHER:
¼ kg curd
1 small pod garlic, chopped
1 small pod garlic, chopped
4 green chillis, chopped
A few coriander leaves, chopped

Clean the chicken. Place in a kerahi and pour the curd mixture. Leave it aside for half an hour. Heat the oil in a kerahi. Fry the chicken for five to seven minutes. Add all the spices and lightly stir. Pour water as required. Cook for some more time. Next, transfer in a baking tray and bake till brown.

MRS. SAMI, Bangalore.

Mrs. Sami wins Rs. 50/- for this week's best recipe plus a set of 3 Thumb-Press Storefresh containers from Trupti Industries, a gift hamper from Weikfield and a 4 plate Steam-thru from Meera Metal Industries, Bombay.

KHATA MACHI

1 kg surmai or pomfret
150 grams tamarind
½ cup groundnut oil
3 large onions
2 medium tomatoes
15 green chillis
A bunch coriander leaves
A few sprigs curry leaves
1 tsp. cummin seeds
½ tsp. fenugreek
1 tsp. turmeric powder
2 tbsps. chilli powder
½ tsp. ginger-garlic paste
Salt to taste

Clean the fish and cut into two inch thick pieces. Extract the thick pulp of tamarind and keep aside. Now roast the cummin seeds and fenugreek till golden brown. Cut the onions and tomatoes, slit the green chillis and chop the coriander leaves. Now grind the onions, tomatoes and the roasted cummin and fenugreek into a smooth paste.

Then in a large dekchi arrange the fish pieces and over it put the tamarind pulp, and the ground paste. Sprinkle the chopped coriander leaves and curry leaves and all the other ingredients. Smear with the oil and salt to taste.

Now keep on a medium fire and cook for ten minutes till the gravy thickens. Simmer for five minutes till the oil separates. Garnish with chopped coriander leaves.

ANNOUNCEMENT

MONTHLY COOKERY QUEEN CONTEST

All cookery contestants for the Monthly cookery contest have to send in their recipes, non-vegetarian or vegetarian according to the subjects specified for each month. Out of the seven best selected entries, one Monthly Queen and one Weekly Winner will be selected. The remaining five recipes will be published along with the winning recipes. We give below subjects for the coming three months to enable you to send in your entries well in advance.

May, 1981
PICKLES

June, 1981
MARINATE AND COOK

July, 1981
MEAL IN A DISH

All entries for May should reach us latest by April 5, June entries by May 5 and July entries by June 5, 1981.

COOKERY CONTESTANTS!

Revised Contest Rules

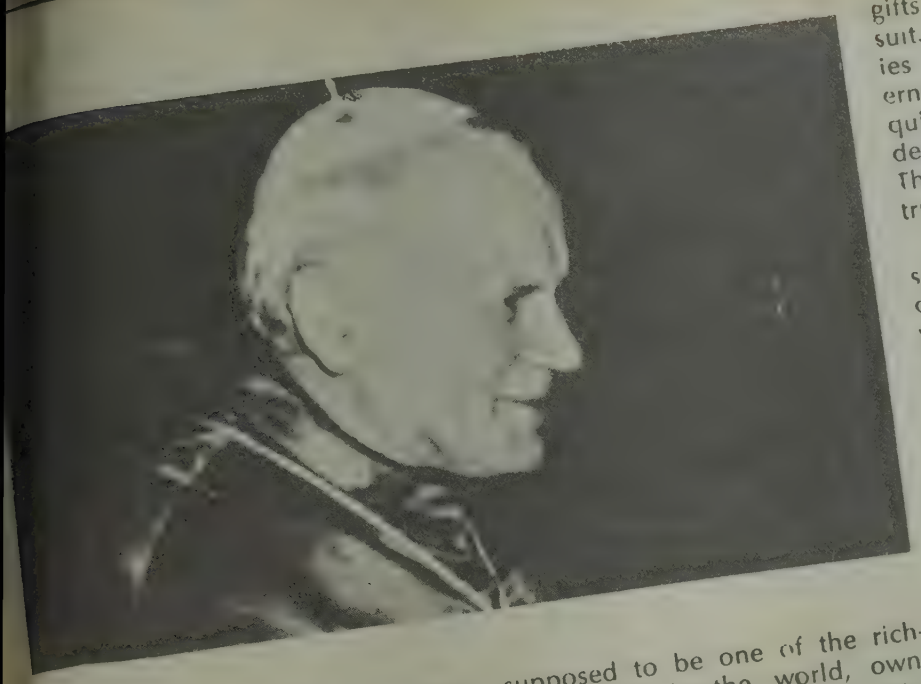
Each recipe must be accompanied by this coupon.

2. The author of each selected entry will be informed in advance and requested to send a passport size photograph of herself to be published along with her recipe.

3. The recipe must be original and not copied from a cookery book, a magazine of any other published material The prize-winner shall have to sign a declaration to that effect before the announcement is made and the prize awarded.

Address your entries to the Cookery Editor, EVE'S WEEKLY, Bombay Samachar Marg, Bombay—400 023.

Nothing makes a woman more memorable
than her own natural style
We know your style
BINNY



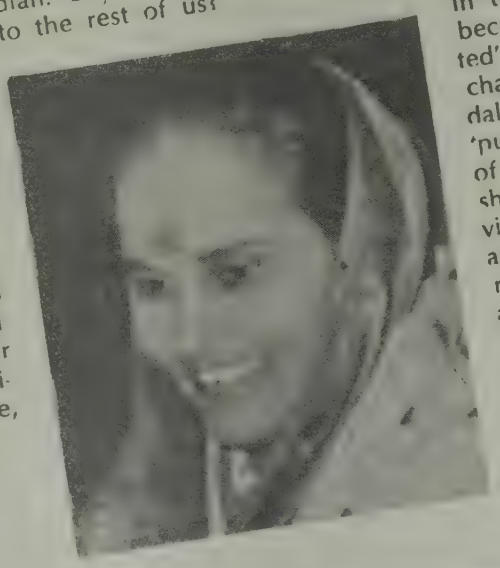
THE Philippines is a predominantly Catholic country. Yet, it seems allergic to Popes in general. In 1970, when Pope Paul VI visited Manila, he was stabbed by a crazy Bolivian painter. This time also, **Pope John Paul II** first escaped a bomb attack in Karachi and then landed in Manila with super security arrangements, as the authorities feared an assassination attempt. But despite all the problems (with an over-enthusiastic student being arrested because he ran towards the podium to kiss the pontiff's hand) there was a large turnout of the faithful to see their 'Il Papa'.

The pontiff's reaction to one issue was baffling, to say the least. He is a firm believer in human rights, and has actively urged his native church in Poland to rebel against the authorities time and again. In fact, he actively supports trade unionist Walesa against the Polish government. The Pope, in fact, made it a point to rap President Ferdinand Marcos (who ruled his country with an iron hand for eight years. He lifted martial law only last month. He and his wife are known to be corrupt and practically every powerful and important post in the country is filled either by the immediate family or close relatives. His wife Imelda is now supposed to be one of the richest women in the world, owning her own private fleet of jets.) and tell him firmly that violation of human rights could not be justified "even in exceptional situations." Yet, he ticked off churchmen, who have been relentlessly fighting Marcos' tyranny, with the remark that they were priests and not social or political leaders.

WHAT is **Shalinitai Patil** up to? Hasn't she learnt that instead of trying to bribe people for their loyalty, the best way to win their support is to behave efficiently as the revenue minister of Maharashtra? Last year, on her birthday, she distributed pedas in the office worth hundreds of rupees. This time, she invited all the I.A.S. secretaries and their better halves and presented each of them with an imported perfume and an imported briefcase. The stodgy old bureaucrats were in a quandary, because they are not allowed to accept gifts of more than Rs. 75 in value. Yet, which civic official today is in a position to incur the wrath of a powerful politician? Finally, left with no choice, the chief secretary accepted the gifts and the others followed suit. The next day, the secretaries formally informed the government about the gifts and enquired whether they should be deposited with the government. The government, however, instructed them to keep the gifts.

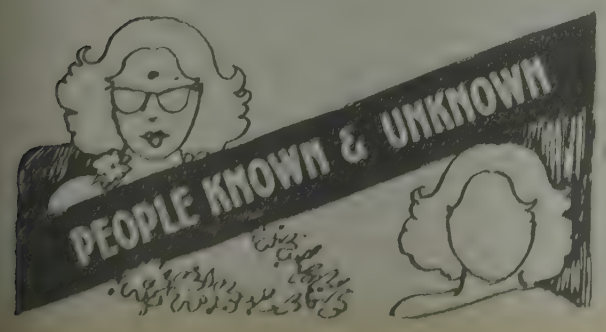
Interestingly enough, one of the secretaries had mustered enough courage to tell Shalinitai: "If you or the government have purchased these gifts then we cannot accept them." To this Shalinitai replied that they were purchased neither by the government nor by her, but by the Jijamata Prathisthan (a foundation that undertakes to help the poor through establishing hospitals, etc.). Which is rather unbecoming, to say the least, because money collected for the poor should hardly be spent in this manner. It is said that Maharashtra chief minister Antulay took a dim view of the whole thing and gave Shalinitai a dressing down.

The cynical public has always known that ministers preach one thing and practise something else. But when someone does something openly like this, one is constrained to ask: Were the perfumes and briefcases smuggled 'maal'? If not, was customs duty paid when they were brought into the country? And why were foreign gifts given in a country that's preaching 'Be Indian. Buy Indian' all the time to the rest of us?



PUTLIBAI rides again. Or rather, her 'avatar', in the form of 25-year-old **Phoolan Devi,** has struck terror into the hearts of villagers in Behmai, a village about a 100 miles from Kanpur. Recently, this gun-toting dacoit queen mowed down 22 villagers in cold blood in Behmai. The reason is rather interesting. Phoolan Devi's paramour was Vikram Mallah, a dreaded dacoit. He was shot and killed by Sriram Singh, another dacoit. Phoolan Devi nursed a grudge against him for a long time. The dacoits today are divided according to their caste. Phoolan Devi's paramour was a mallan by caste while Sriram Singh is a thakur. The police find it difficult to arrest these dacoits as they are protected by the villagers, who again operate on a caste basis. For instance, Phoolan Devi chose Behmai village as her target because most of the people here belong to the thakur caste and were often hiding Sriram Singh in their midst. Phoolan Devi and her gang landed up in broad daylight, gathered the young thakur boys together and shot them down.

Phoolan Devi seems as cruel and as devoid of human emotions as Putlibai. She also seems to believe in the adage, don't forgive or forget. One of her complaints is that many of the thakurs refused to eat in the house of a mallan. The thakurs in turn had refused to eat there because the mallan had "insulted" them by serving them 'kattcha' food (comprising rice and dal without puris) instead of 'pucca' food! Another instance of Phoolan Devi's cruelty is that she had played kabaddi in the village with her gang some time ago. At that time she had been rather roughly brought down by a lad called Surinder Singh. This time he was a special target. She shot him twice in the knee so he couldn't stand up, watched him writhe in pain before she pumped a bullet into him and ended his agony.



TWO Chinese dancers have done the impossible. The ancient art of Bharatha Natyam, which takes at least eight years to master, has been learnt by Madam Youlan (dean of one of the largest folk dance schools in China) and Madam Zhang Juen (who excels in Asian dance) in a record three-and-a-half months. The two took their training at the Darpana academy in Ahmedabad, which is run by Mrinalini Sarabhai. What is really praiseworthy is that Chinese dance is altogether different from Indian dance, but true to Chinese grit, the two women, who are in their 40s, practised rigorously for 16 to 18 hours daily till they mastered the difficult art.

Lakshmi Narayan

HOPE YOU DON'T MIND

Continued from page 51

ing his palms over it. She had been blessed by the Bhagavaan, by his placing his right palm over her bent head, by his smiling benignly when she raised her wet eyes towards his face after touching his feet with her forehead, by his giving her a rose, a whole rose, a large, white, fresh and fragrant rose!

Chandrakant sniffed: "A rose! We can get twenty for a rupee, at Santa Cruz, you know!"

"Oh my dear, don't talk sacrilege! You do know the significance of the Bhagavaan's gift, don't you? I'm going to be happy hereafter!"

"For that, you must first get rid of your cursed asthma, you know!" said Chandrakant, with an air of great wisdom.

"Perhaps I am going to be rid of the asthma soon, who knows? Bhagavaan's kindness can cure worse things than my asthma!" retorted Vasu promptly.

"I know," was Chandrakant's contemptuous comment; "let the Bhagavaan first cure himself of his game leg and his doleful looks!"

"Oh my dear, how can you talk thus? Did you not see the divine grace flowing from Bhagavaan's eyes? Bhagavaan can easily make his legs, face, or anything for that matter, beautiful. But he does not think about such small things. Or, perhaps, he has no mind to make himself attractive to unbelievers like you!" Vasu said in pain and anger.

"All right, all right, have it your own way! I'm glad you feel happy. I'm not happy myself, having lost a day's valuable business for nothing!" Chandrakant closed the unprofitable discussion.

Two months passed. Chandrakant caught a cold. The cold stayed on for days. Then he found himself coughing often. In a month, the coughing had become persistent. He was unable to sleep. Then he began to find difficulty in breathing. The difficulty increased steadily as days passed. Soon, he was gasping for breath most of the day and night.

One night, Chandrakant passed through hell. Gasping for air and coughing, by turns, he looked like a ghost in the small hours of the morning, with bleary eyes and sunken cheeks. He made a supreme effort to drive away the devil which was constricting his throat mercilessly. He succeeded, and passed into a sleep of utter exhaustion. In that sleep, he saw a vision.

Bhagavaan Paramakalyaanji stood before him, game leg, mottled face, unkempt hair and all. He spoke to Chandrakant: "I know you always loved Vasu dearly and were most unhappy at her ailing from her horrible asthma. As you said, I couldn't cure her of her asthma. I have transferred it to you instead. Hope you don't mind."

Devi

THOSE 'LIFAFA' WEDDINGS

Everyone stared at the entrance in anticipation, so I knew there were no stars on the lavishly-lit lawns of the Turf Club. The wedding reception of Kalyanji's son Ramesh with Nalini, I thought, would be well attended, since Kalyanji Anandji have a deposit of goodwill (last resort of public relations) in filmdom. I generally avoid the 'lifafa'-ice cream reception but I was in a mood to display my reduced self as well as my new brass evening bag. The two recent flop films with flop music — "Neeyat" and "Jwalamukhi" — plus not many dazzling assignments in hand, brought out a scanty crop of stars. I was told repeatedly that Dilip Kumar, Feroz Khan and Anand Bakshi had come and gone. Music director Shanker tried to sell Sharada (his flame for two decades now) to me I didn't know whether the Guju crowds were frustrated because of no stars or whether Shanker had distributed fivers and tenners, but Sharada was mobbed. She had come in a bridal dress. Tabassum was mobbed, too, but then she is a star who is more exposed on the screen (T.V.) than Amitabh Bachchan.

There were cries of "Amitabh avyo", when Misri Khan's band bagpiped towards the dais and back but it was a false alarm. Besides I was told Jaya had come for the 'undhiyu' lunch in the morning and the Bachchans were certainly not going to give double hazri. Lakshmikant grumbled that "whisky ka time kharab kar diya". Actually, between the two brothers they have some fourteen offspring of almost marriageable age.

I am sure folks today are bored attending these 'lifafa' weddings. Bindu came and left. Her sister was keen on marrying Kalyanji's son but Kalyanji put his foot down. I bumped into Jagjit, who denied rumours of his break-up with wife Chitra. In the first place I had not heard of the rumours, anyway he informed me that Gulam Ali was back and parked in Delhi. These Pakistani singers, these days sound like the Russian delegation. I feel they never really leave India. They only pop up for an airing.

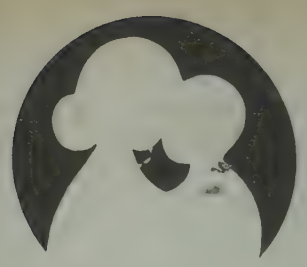
* * *

Dilip Kumar these days wears Neta-type kurta, churidar, shawl etc.

Yes, I forgot to mention last week, the revolution in Kranti is Hema Malini shouting "You bloody bastard" to Tom Alter in the film.

* * *

Only three years ago, Krishna Shah used to drop names like Gina Lolobrigida, Sophia Loren etc. The other day at the shooting of "Amma" around the swimming pool of Sea King, I overheard him dropping my name. He was talking to newcomers Preeti Sapru, Pradeep Verma, Anand Balraj. Said he, "You know Devi is a pal, we have quiet dinners at my place." I have had only one not-so-quiet dinner at Krishna's house one year ago. His brother Bhupendra and publicist Marakhnath Gandhi saw to it that it was not quiet but since Krishna talks in the plural, I hope he repeats the dinner. I like a man slightly ruined and chipped. He was too "chamachak" in Shalimar time.



HOW CARL MARX WENT TO HEAVEN

JAMUNA MASI THOUGHT THAT IT WAS A GHOST THAT HAUNTED HER KITCHEN FOR IT WAS ONLY SHE WHO SAW HIM. HE EITHER STARED FIERCELY AT HER FROM THE STOVE OR CHASED HER ALL ROUND THE KITCHEN, AND FINALLY, OUT OF IT

Daksha Hathi

WHEN Pratima first met Carl Marx he cried buckets of tears! For he was the biggest sinner in the world. And so she felt sorry for him. Can you imagine anybody feeling sorry for a cockroach? For that's who Carl Marx was — a great big brown horrible-looking cockroach. And this is the story of how he went to Heaven.

Pratima was a little five-year-old girl with big black bright eyes. She firmly believed that exciting things happened to you only if you thought hard about them. It was midnight when she met Carl. She went to the kitchen for a drink of water and he called out her name in a funny squeaky voice. Of course, when she saw this great ugly cockroach she wanted to run as fast as she could. For even the silliest person knows that roaches are the nastiest and dirtiest creatures in the world. But then he again called out, "Pratima" in such a sad, pleading voice that she had to stop, for she had a heart as soft as kaju barfi.

"Hello, Pratima, I am Carl Marx," he introduced himself dolefully. Then she asked him: "Why are you so sad, Carl Marx?" He replied in a heavy hopeless way, "Because I am the greatest sinner in the world of cockroaches!"

Pratima opened her eyes wide. "Is that so?" And said the kitchen pest, "Yes, now I'll never go to heaven!"

Pratima pushed back her long hair over her shoulders, sat down cross-legged on the kitchen floor and said, "Tell me all about it, Carl and perhaps you will feel better. And how did you get a name like Carl Marx?"

The sinner looked up at her and said, "My mother wanted me to become great so she gave me the name of a great man."

"And did you?"

Carl replied mournfully, "Alas, no! I fell into bad ways very early in life. In fact, I think I must have been a born villain." And then he told her how he and his friends had organised a big army. In day-time they hid in all sorts of damp places, secret corners and dark holes. Then in the night they invaded kitchens and bathrooms and did a lot of harm. They sampled food which careless housewives had left uncovered and jumped into milk that was left in vessels without a lid. They swam about merrily in it, leaving it dirty and full of germs so that the family fell ill and had stomach upsets, and other nasty ailments. Pratima shuddered and scolded, "Oh Carl, as it is, you know we find the very sight of you creatures so horrible. Then how can you think we could love you when you do bad things like that?"

Carl Marx now covered his face out of shame and guilt. "Oh, you don't have to rub it in. I am older and wiser now and very very sorry for what I have done." And then he wrung his hands and said longingly, "If only I could clean my black heart and even blacker conscience and go peacefully to Heaven!"

Pratima asked, "But what would you do there?"

Carl looked at her and said eagerly, "Oh, I would grow pink roses there! How I love pink roses!"

Pratima stared. Surely if he liked something as sweet as pink roses, he must be having a little goodness inside him somewhere. She softened and said to him consolingly, "Well Carl, I'm sure you will be given a chance to repent of your bad deeds. And now I must go to bed."

They met often after that. She always listened kindly to his sorrows. One morning she was talking to Munni, her friend, in the opposite house who looked very gloomy. "Its my Jamuna Masi. She'll never let me pass my exams!" Munni wailed. "Why?" asked her friend. "Well, Mummy and Daddy have gone away on a visit and instead of letting Kalyani, our maid, do the cooking, my Jamuna Masi does it all!"

And both the little girls turned up their eyes to Heaven. For Jamuna Masi was old and eccentric and a horrible cook! She put salt instead of chillies and tamarind instead of tomato in the curry. She burnt the rice or left it raw, and now, said Munni, "She only cooks radish all day and every day because it's cheap!"

Pratima exclaimed "Radish?" and they both wrinkled their noses again!

"I'm always hungry," sighed Munni. "I'm so sick and tired of eating radishes all day!"

Pratima was thinking hard and suddenly she asked, "Does Jamuna Masi like cockroaches?"

Munni stared. "Of course not! She just loathes them!"

So that very night Pratima had a talk with Carl Marx. They made their plans. A week remained for Munni's exams. And somehow Jamuna Masi had to be kept out of the kitchen without hurting her feelings. For Munni loved her very much.

Next morning when Jamuna Masi went cheerfully into the kitchen to see what she could make out of the radishes for breakfast, she received a nasty shock! For right there on the stove sat an enormous, ugly, frightening, fat brown cockroach!

THE MAGIC OF WATER

'Pour water on burns' is the campaign slogan of the Burns Association of India, which recently staged an All India Conference on Burns, where delegates from all over the world participated. Dr. M. H. Keswani, honorary secretary of the Burns Association and surgeon-in charge of the Burns Research Unit at Bai Jerbai Wadia Hospital for children at Parel, stressed the importance of educating women and particularly children on the proper treatment of burns, "as 80 per cent of burns occur at home, mostly in the kitchen, affecting women and children."

Hence, the Burns Association's relentless campaign by way of imaginative notebook labels and burns prevention programmes directed at educating women through children since, "The only sensible approach to burn care, is to prevent burn accidents." Besides, children according to Dr. Keswani, are more amenable to forming correct burn prevention habits, whereas women who need to know the rules have neither the time nor the inclination to learn life-saving habits.

"In all burn accidents," said Dr. Keswani, "caused by flames, steam, boiling liquids such as oil, milk, coal tar etc., water should be used, to quench fires and reduce heat. Moreover water is available in plenty in most kitchens where accidents occur." He emphasised that the mistaken notion that fire on a burning person should be smothered by rolling the victim in a blanket or rug, could be highly dangerous.

"In the first place, a blanket traps the heat of the flames, instead of diffusing it. Secondly one can never be quite sure that the flames have been completely put out by the blanket, or are still smouldering within, on the victim, as it is impossible to make out from outside a blanket covering" Water, however, not only visibly quenches flames, it also helps cool the body rapidly, preventing heat generated by the flames from spreading within the body.

Cool water should be poured onto the burning areas. Ice cold water, if easily available, is better. This should be poured on the burnt area of the victim, until the pain caused by the burning sensation is removed completely, and there is relief.

Running cool water from a tap onto burnt areas and placing the affected parts in a vessel of cold water also helps in addition to pouring water. This dictum of smothering fire by blankets or rugs was blindly followed by doctors and laymen alike, until Dr. Offiegsson published his thesis 10 years ago, that water is far more effective. However old habits die hard, and even today, many lives that could have been saved by using water on burns, are lost because of extensive skin damage caused by trapped heat in blankets.

If cool water is not available, blankets are useful in putting out fires, but asked Dr. Keswani, "Have you ever seen a blanket

being thrown around a burning building?" Any potable water is effective, but if there is only a dirty pond in sight and nothing else, said Dr. Keswani, "even that will help a burns victim." He narrated the case of a boy suffering 80 per cent burns in Iceland, who jumped into a lake, and lay submerged with only his head above water until the pain eased. Remarkably, the boy lived.

Burns of more than 40 to 50 per cent in people is considered fatal. (The palm surface of the hand is equal to one per cent). In those who are very young or very old, more than 10 per cent burns indicate little chance of survival. Severity of burns is gauged by the extent of area burnt rather than the depth of the burn

Invariably, old wives' tales, causing more damage than good to burns victims, abound. Weeping skin and blisters that form are erroneously considered more painful and dangerous after effects of burns. "Not so," said Dr. Keswani, substituting Robert Browning's poem with his own words: "My heart leaps up when I behold a blister in a burn."

Explaining this statement, he said that painlessness in burnt areas could mean death of cells in that area caused by spread of heat, which meant greater injury to the victim, than to one who had been treated with water, and developed blisters on burnt areas.

Blisters are produced by healthy cells, which having been cooled by the continuous application of water, are responding with a "weeping effect." Dead cells do not secrete any fluid, and indicate a full thickness burn, which will require a skin graft to heal as they are incapable of healing by themselves.

Shock sets in on a burn victim most rapidly, within eight hours of a burn, and should be prevented by administering liquids — hot tea, coffee, fruit juice, water etc., soon after the accident occurs, and pain has been relieved by water.

If shock is not treated immediately a burn occurs, the skin in the burnt area gets badly discoloured, and irreversible damage can also take place in the kidneys and brain. What was only a partial burn, may become a full thickness burn because of a lack of adequate blood supply.

After giving a serious burn victim liquids, he or she should be taken immediately to a burns unit at a hospital. On no account should the patient be made to walk or sit after getting burnt, as this aggravates skin damage. He or she should be made to lie down and taken to hospital as fast as possible.

Since the extent of burn is gauged by the size of blisters, and the colour of burnt skin, Dr. Keswani emphasised that no ointment should be applied on burnt areas. Very often ointments colour the burnt skin, so that gauging the extent of damage to skin is not possible. In a partial burn, the skin is light pink or brown. In full thickness burns, the skin is a discoloured black, grey or yellow.

Burnt clothing is sterile, and therefore, should not be removed until the victim reaches hospital. Exposing burnt skin by removing burnt clothing results in infection setting in. Most burn victims succumb to infection that sets in later rather than to their burns.

Dr. Keswani pointed out that if burn victims get attention much after the burn occurred, no liquids should be given, but the patient should be rushed to hospital. This is because very often the kidneys do not function effectively, and so the patient's condition is aggravated instead of being improved

Electricity burns are "notoriously deceptive", as the burns are deep though they appear slight on the surface of the skin. The advice here is to first switch off the mains if the patient is still drawn by the current, or pull him away from the source after standing on a wooden platform or on a rubber mattress and then stop the heat from spreading by pouring water onto the affected areas. However, make sure your hands, feet and the platform are dry, because water is a conductor of electricity.

Burns from chemicals need to be washed with milk and a buffer solution and later washed with water. However burns from electricity and chemicals are still not so common. A buffer solution is made of 27.22 gm. potassium dihydrogen phosphate, 77.63 gm. disodium hydrogen phosphate and 1,000 ml. distilled water.

One thousand people die of burns every year in Bombay alone. Five to six times that number are burnt seriously. Approximately 5,000 to 6,000 people are burn victims, and about 100,000 die of burns in the country. The axiom, prevention is better than cure, is most valid in burns cases to prevent the senseless loss of lives and tragic disfiguration. Until cooking habits change — not cooking on the floor, or wearing loose and inflammable garments while cooking — and cooking appliances improved, (the pressure kerosene stove is responsible for 41 per cent of burns accidents) and working conditions made safe, burns will occur with alarming regularity. One can only be grateful in such instances to the life saving qualities of water.

Preeth I. Biddapa

HOW CARL MARX WENT TO HEAVEN

And he gave her a very very mean stare! She shrieked and fled from the kitchen. So Kalyani, who was a very good cook, made puris and potatoes for breakfast which Munni ate happily!

Jamuna Masi thought that it was a ghost that haunted her kitchen! For it was only she who saw him. The minute she sent Kalyani in with a broom to search him out, he had vanished into thin air! And he grew worse day by day. He just would not cease pestering her! He either stared fiercely at her from the stove or he popped out of the spoon drawer, making her jump. He really was such a wicked looking fellow! And often he ran out from under the kitchen cupboard and chased her all round it and finally out of it! So she had to give up the cooking for good now. For she just could not endure his look. He was so horrible.

Munni looked much happier these days. Like a little girl with her tummy nicely filled! She studied hard too and did very well in her examination. On the last day Kalyani made some delicious halwa for Munni and Pratima. The two girls were happily chattering. Jamuna Masi, who had been kept away from the kitchen and the radishes, now suddenly came down. "I am going to make myself a cup of tea," she announced and clomped towards the kitchen. Carl, who heard her voice, faithfully scrambled out from under the kitchen cupboard to do his duty and hurried towards his usual place near the stove. But alas! He was getting old now and his eyesight was not what it used to be. He did not see the large flat heavy foot coming down upon him...

It was Pratima who found him on the kitchen floor. He looked as if he were asleep. "Oh poor poor Carl Marx!" she mourned for her dead friend. "But you have done your good deed and surely you will go to heaven," she said to herself. Then the two friends put him in a little cardboard box which they painted white with little pink roses on it and buried him in the garden. And just over his grave they planted a rose bush. Later, three pink roses bloomed on it as if to say, "That is how Carl Marx went to heaven!" And that is where he is right now, earnestly watering his favourite flowers!

THE TEMPLE OF MUNNI BAI

A historical Shiva temple at Ujjain, which was being run by prostitutes, has been handed over to a Brahmin Chotu Guru. The door of the temple used to be opened every day at five in the morning by a prostitute-turned-priestess, Munni Bai.

Popularly known as the Mattangeshwar temple, it is one of the 84 Shiva temples in this ancient city of the great king Vikramaditya. Situated in the red light area, the temple has a special importance as according to the Skanda Purana, whoever worships in this temple goes to heaven. The temple was maintained with petty contributions from the prostitutes.

The temple attracted very few visitors because of its surroundings and its control in the hands of prostitutes. The temple was forcibly taken away from the prostitutes' control by a Jan Seva Samiti comprising 300 members, who alleged that the temple had lost its sanctity because of the prostitutes' association with it.

Munni Bai, a mother of two children, reacted sharply. "It is an attempt to push me back into hell. Since I have already left the path of sin nine years ago, I shall not go back to it. People neither allow us to live nor to die and want to throw us into a well of sin," she said and added, "Society cares little when one is forced to take to a profession of ill-repute, but creates all sorts of hurdles when one tries to tread the right path."

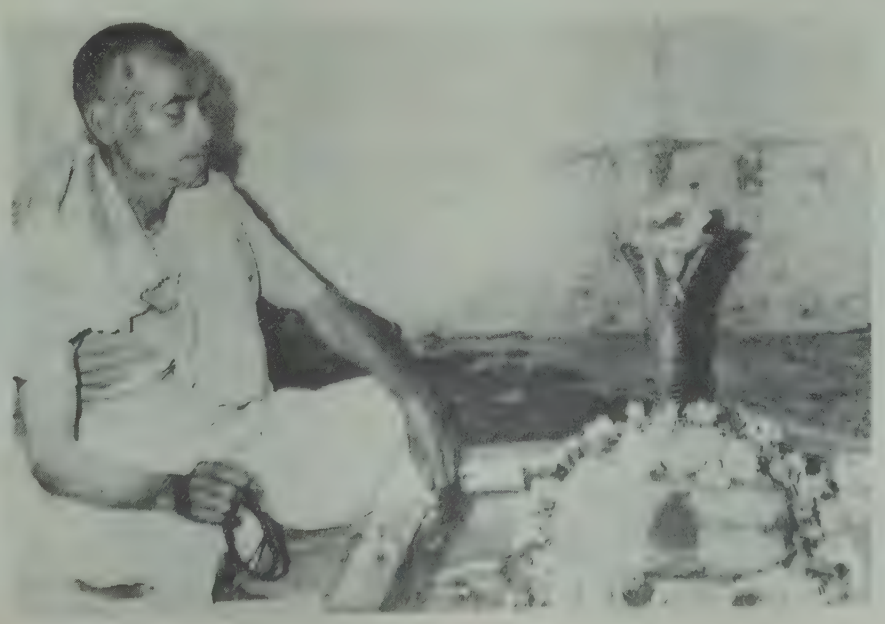
Munni Bai has urged the district authorities to officially make her the priestess of the temple. "If I am appointed to the post, I shall do my best to maintain the sanctity of the temple as I have been doing for the last eight years," she said.

She however conceded that she had been letting out three rooms on a daily rent of Rs. 5 to girls who indulged in the vice trade.

Mr. Gopal Das Natani, secretary of the Jan Seva Samiti which has campaigned for the expulsion of Munni Bai from the temple said that as long as she was in control, the temple was the haunt of anti-social elements. According to the new priest Chotu Guru, hundreds of people, including women, have started coming to the temple since Munni Bai was kicked out.

ABOVE: Munni Bai: prostitute turned priestess.

LEFT: Chotu Guru, the equally illegal replacement.



However, the president of the Housewives' Federation of India, Savitri Nigam, has sent a telegram to the district collector protesting against the actions.

According to district collector Nanhe Singh, the temple is built on government property. Munni Bai had taken unauthorised possession of the temple and so has Chotu Guru. Since both their actions are illegal, the government is planning to appoint a new priest soon.

Suresh Mehrotra

CAN WE PRODUCE A SUPER-RACE?

A sperm bank has been set up by an American millionaire and sperms of five Nobel laureates pooled to produce a Super Race. In the not too distant future Einsteins and Newtons may well be produced in a laboratory. An investigative cover feature.

Boy or Girl

Will it be possible to accurately foretell the sex of your child? A future certainty!

Artificial Insemination

Can supposedly "barren" women bear children? Through artificial insemination many "infertile" couples now have children of their own, says the author.

Test-tube Baby

The marvel of modern science!

ALSO:

The Science of Nameology

A change in your name may change your destiny!

Unbelievable but True:

Kashmir was once a lake!

THE GLORY AND THE SHAME

I have had the occasion of travelling to a number of big towns in India recently. People call India a country of contrasts. It is not only so with regard to its climate, natural beauty and people, but also for the behaviour or misbehaviour of Indians belonging to different communities.

While in Delhi I was appalled at the rudeness, shamelessness and lechery of its male population. Polite enquiries regarding locations or bus routes were rewarded with curt and rude replies. Wolf whistles and ogling can, in comparison be classified as heights of good behaviour, considering that males of all ages take it for granted that their hands have the freedom to travel, feel, pinch or poke all parts of the female body in bazaars, buses or wherever they can find an opportunity. Dirty looks or disapproval merely excites more lechery or oral vulgarity of the basest type, which makes even the males (non-Delhites of course!) turn scarlet with embarrassment. The few decent males in the city are cowards for there is a complete lack of public censure or reaction against such condemnable behaviour, quite unlike Calcutta, where the crowd would beat the rowdies into a pulp.

My experience in Baroda was a happy contrast. I happened to be there on the day of the garba ritual dance. The city wore a festive look in the evening. It was as if the entire city had turned up for fun and frolic. In many open spaces, arrangements had been made by private parties or citizens' committees for staging the dance. What I saw that evening swelled my heart with joy and pride. Hundreds and thousands of women — girls of all ages and from all strata of society — had turned up in their best finery bedecked with costly jewellery and were dancing in groups to the tune of heartwarming devotional music. Hundreds of others thronged to these places to see the dance.

Basically it is a failure on our part as women in the roles of mothers not to instil courtesy and respect in our children

What surprised me was a total lack of any control arrangements. There were no police or even volunteers deputed by the organisers to maintain order and to guide people. And yet, during my four hours of wandering, from 9 p.m. to 1 a.m. (at night), I never heard of a wolf whistle or vulgar remark or experienced any jostling or pinching. I saw people leaving their bicycles on the footpaths, completely unattended, without any hesitation and fear of their being stolen. There were no stands for cars, scooters or cycles.

I have been analysing my two experiences. I am sure that there must be many such Delhis and Barodas in India. But what puzzles and distresses me is why there are more Delhis than Barodas. What is it that is lacking in the air which we breathe in places like Delhi? Basically it is a failure on our part as women in the roles of mothers not to instil courtesy, respect for women and pleasant social manners in our children. The neglect is further compounded by a total absence of cultural, social and ethical training in schools which are mostly factories turning out boys and girls with a smattering of literacy.

There is a compelling need to create more Barodas, where Indian women can move around with freedom and dignity at all hours of the day and night. I would like to salute the men of Baroda and boo the Delhi males. What is Baroda's pride is Delhi's shame.

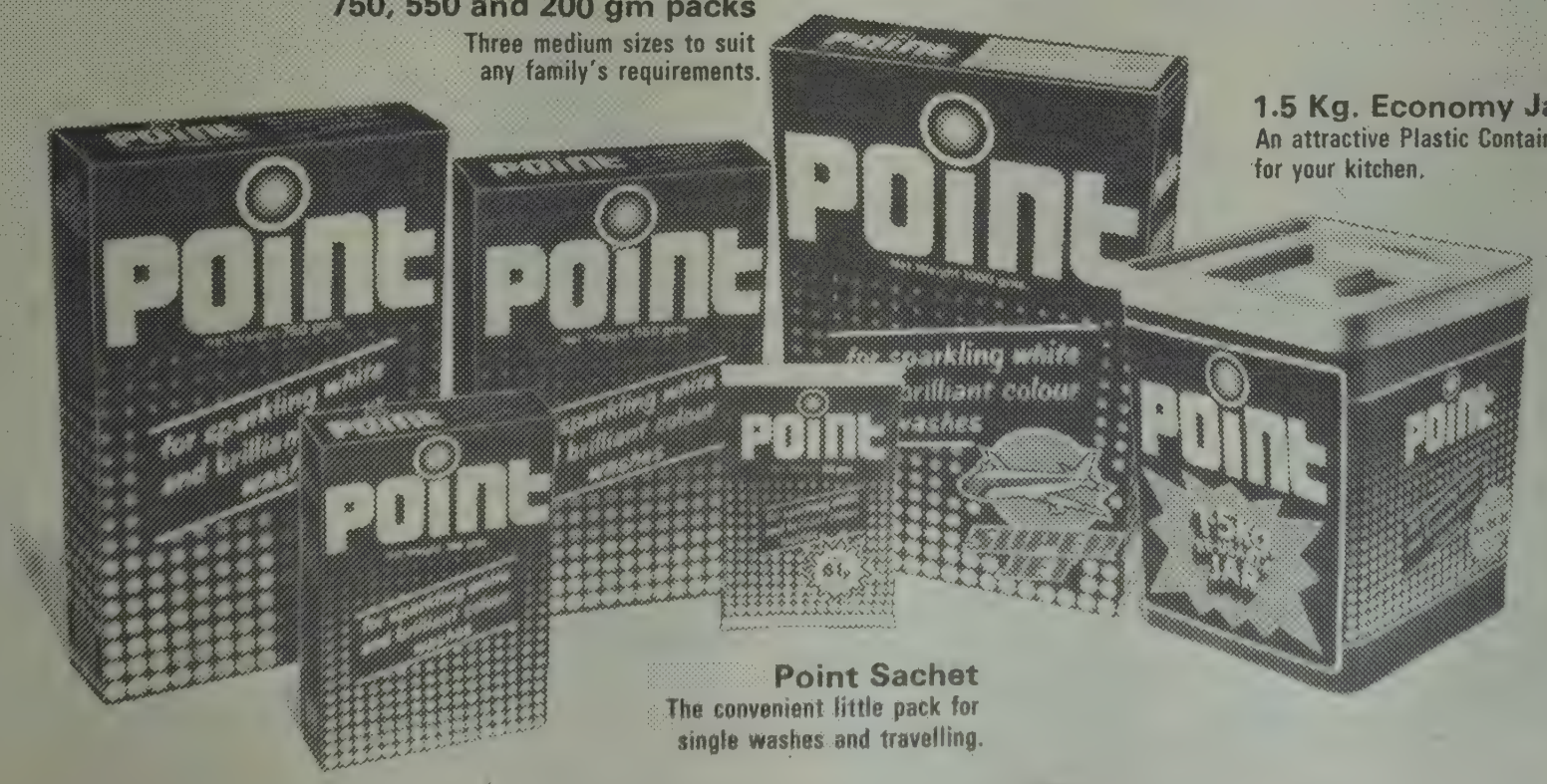
Pushee Bhalla

Pick any pack

1000gm Economy Pack
with exciting cut-outs for your family.

750, 550 and 200 gm packs
Three medium sizes to suit any family's requirements.

1.5 Kg. Economy Jar
An attractive Plastic Container for your kitchen.



Point Sachet
The convenient little pack for single washes and travelling.

Point
PREMIUM QUALITY
DETERGENT WASHING POWDER

"I hated looking older than my husband.
But I hated messy hair dyes even more.
Then a friend told me about non-messy
WONDERAX. India's first cream hair dye."

Now you too can dye your hair young, without the mess of liquid hair dyes. Wouldn't you like to get back lovely natural-looking hair?

Use WONDERAX— Unbelievably easy to apply. (Avoid drippy mess of liquid dyes)

Use WONDERAX— Safe and convenient for facial hair. (Banish grey streaks in beards and moustaches)

Use WONDERAX— It has a conditioner base that softens and silkens hair as it dyes. (Forget old-style dry brittle hair)

Use WONDERAX— Just rinse hair. Stains disappear with a light touch. An advantage with thin hair. (No need to shampoo and scrub)

Use WONDERAX— It's excellent for grey patches. Look years younger the easy way. (No fading. More time between applications)

● BLACK
● DARK BROWN

No drips. No stains. No mess.
Just lustrous natural hair. ®

WONDERAX

the largest selling cream hair dye.

**Going grey?
Cream it away with
no-mess
WONDERAX.**

Grant. W.2 80

LICE CAUSE FALLING OF HAIR

Destroy Lice and Nits
with KENZ- pleasantly perfumed
anti lice hair oil-
and protect your hair.

KENZ

ANTI LICE SOLUTION

Also contains BENZOCAINE
the Nit Killer.

SAFE TO USE

Pharm Products
PRIVATE LIMITED
Fresh' Medical College Road
Thanjavur 613 007 Tamilnadu

Trade enquiries solicited in unrepresented areas

APPRECIATION! Full Of Appreciation!! All the people in India praises that 'Alima' is the only genuine gold Covering jewels and no other brand is equivalent to the quality of 'Alima'. Introducing latest designs. Suitable to wear on wedding and functions. Looking like pure 22 ct. gold! Long-lasting!! Eye-catching designs!!! (Beware of bogus brands) Write for V.P.P. order.

The prices mentioned above are per pair for ear-studs, earrings and bangles. For V.P.P. order, mention the number and price of the ornaments. V.P.P. charges extra. If you require catalogue book, send 60 paise stamps.

ALIMA GOLD COVERING WORKS
No. 34 & 46, Ranganathan street, T. Nagar, Madras-600 017.
(Phone: 446884 & 442715).

THE LITTLE WOMAN

by Don Tobin

FREDDIE SMITH! STOP THROWING ROCKS AT THAT MAN!
BUT HE'S PAYING US KIDS TO DO IT —
?
THAT MAN MUST BE OUT OF HIS MIND — PAYING KIDS TO THROW ROCKS AT HIM!
WAIT A MINUTE —
YOU KNOW WHO THAT IS? IT'S SEN. PEPPERMILL ... HE JUST ANNOUNCED THAT HE'S RUNNING FOR PRESIDENT —
SO...?
10-14
©1979 King Features Syndicate, Inc. World rights reserved.
HE'S GETTING READY FOR THE OFFICE ... JUST IN CASE HE SHOULD BE ELECTED —
DRUGS
BY DODGING ROCKS?
WHEN YOU'RE PRESIDENT, THEY COME AT YOU FROM ALL DIRECTIONS —
O.K., BOYS — NOW SOME FROM THE EXTREME RIGHT!
YOU NEED ALL THE PRACTICE YOU CAN GET!

THE LITTLE WOMAN

"RASHMI," said the mother angrily, "there were six pedas in the almirah this morning and now I find there is only one. How is that?"

"I don't know," said Rashmi, regretfully. "It must have been so dark that I could not see the last one."

* * *

LITTLE Rosy: "Mummy, why do you put that powder on your face?"

Mummy: "To make me look pretty."

Little Rosy: "Then why doesn't it?"

* * *

THE doctor was examining a thin eighty-year-old man and he asked: "To what do you attribute your great age?"

Old Man: "To the fact that I was born so long ago."

* * *

DOCTOR: "Was there any insanity in your family?"

Mrs. Brown: "Well most people thought my husband was insane right up to the time of his death"

Doctor: "Why?"

Mrs. Brown: "Well, up to that time he thought he was the boss of the house."

* * *

"WHAT is a practicar nurse?"

"A practical nurse is one who ultimately marries a rich patient."

* * *

AROUND and around the tree they ran,

The lion cub chasing an innocent man,

The cub's mother said, "Son stop acting crude,

How many times I've told you — don't play with your food."

* * *

JUDGE: "All these robberies are the result of your single-handed work?"

Convict: "Yes, your honour."

Judge: "You mean you've never had an accomplice?"

Convict: "Of course not, your honour, I was afraid he'd turn out to be dishonest."

* * *

SIGN on a butcher's shop in a London street: "We make sausages for Queen Elizabeth II."

Sign on rival shop across the street: "God Save the Queen."

* * *

FAT woman (writing from hill station to her husband): "I've reduced my weight by half in just two months. How long shall I stay?"

The husband wrote back: "Stay another two months."

* * *

TRAVELLER (in far-out country shop): "I want to buy a toothbrush."

Shop keeper: "Sorry, brother, but our stock of summer novelties isn't in yet."

* * *

"WHAT became of the hired man you got from the city?"

"He crawled under a mule to see why it didn't go."

* * *

HE was so dumb that he had two windmills and took down one because he thought there wasn't enough wind for both.

* * *

"HOW did you make your neighbour keep his hens in his own yard?"

"One night I laid half a dozen eggs under a bush in my garden. And the next day I let him see me gather them. I wasn't bothered after that."

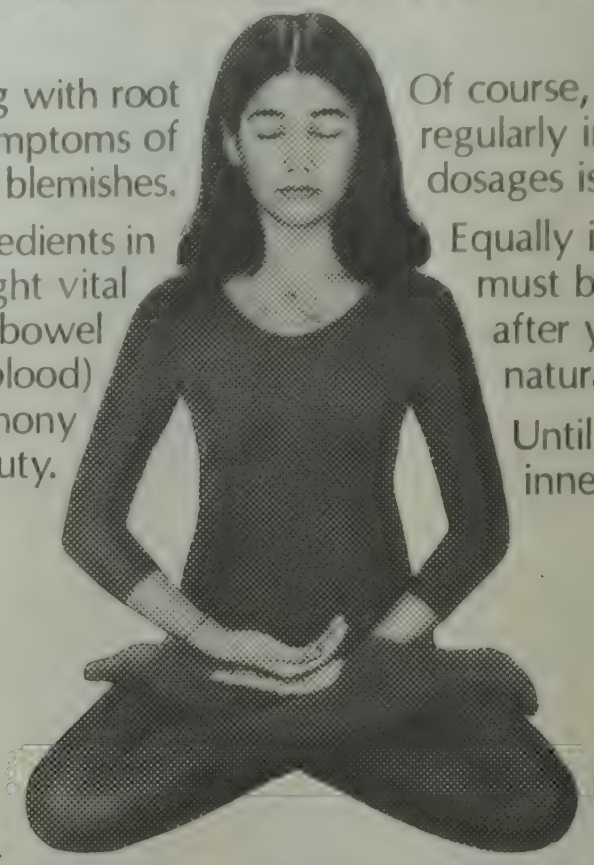
Compiled by George Fegradoe

Get to the root of the pimple problem with Ayurveda's time-tested internal remedy.

Rakta Doshantak works for inner harmony, like yoga. Gives beauty without pimples.

The emphasis is on dealing with root causes, not just outward symptoms of ailments: pimples, acne, skin blemishes.

The herbal ingredients in Rakta Doshantak set right vital bodily functions (digestion, bowel movement, purification of blood) to restore inner harmony – and skin beauty.



Of course, taking Rakta Doshantak regularly in the prescribed daily dosages is a must.

Equally important, the treatment must be continued for a while after your skin is restored to its natural beauty.

Until your body can maintain the inner harmony on its own.

Rakta Doshantak

the original Ayurvedic blood purifier for skin beauty without blemish.

APHALI PHARMACEUTICALS LIMITED
1184 4 Shivajinagar, Poona 411 005
Tel. No. 51109

everest/80/APL/428

MR Coffee is blended with care. It retains the same flavour and taste throughout.

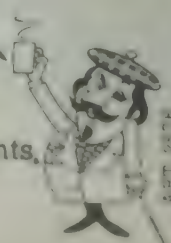
Trade enquiries solicited.

MR COFFEE

Pitamber Lane Mahim Bombay-400016
Phone [illegible] • Telegraph COFFEECUP

DISTRIBUTORS WANTED

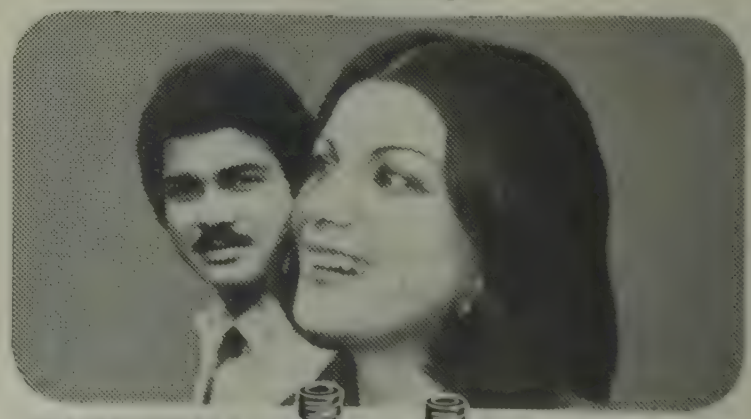
MR Coffee is the choice of leading hotels and restaurants.



Available at all provision stores

The beauty of your hair is root deep

CDF's Ayurvedic hair oils penetrate to the roots of your hair to give them nourishment and make them healthy and glowing. No need to rely on aids that merely mask unhealthy hair. Apply to your hair every night and shampoo next morning.



CDF BHRINGRAJ HAIR OIL

★ Helps prevent premature greying.

★ Retards falling of hair and resulting baldness

★ Darkens and softens hair

★ Gives a fresh look and life to hair

CDF BRAHMI AMLA HAIR OIL

★ Makes the hair silky, soft, rich and long

★ Has a pleasantly soothing effect on the mind

★ Keeps [illegible] cool

★ Helps to [illegible]

IM-UPCF 1110

CDF
Co-operative Drug Factory, Ranikhet
A pcf enterprise

U P Co-operative Federation Ltd
6 Capper Road Lucknow

[illegible] natural to an [illegible]

Kiyoko M., a leading beautician, will answer your beauty queries every fortnight in this column.

POUCHES UNDER EYES

TRY THESE REMEDIES

I am 26. I have pouches under my eyes which look unsightly. What should I do to get rid of these?

J.V. (Bombay)

Do you suffer from fatigue or loss of sleep? Pouches can be hereditary too.

Try these remedies for sometime till you see results. Bathe your eyes in fairly warm water, then place cold compressees over them. The blood streams will react to this change from hot to cold.

At night before going to bed, gently massage a good eye cream on the area. Place your index finger at the inner corner of the eyelid, then sweep to temples and make small circles there, come back to the starting position. Tissue off excess cream.

You could camouflage these with deft application of make-up. Apply a darker-than-skin foundation on the pouchy area. Blend well with your regular make-up. This will make them less noticeable.

SUITABLE HAIRSTYLE

My face is square and my jawline is as wide as my cheeks. I have tried several hairstyles but none seem to suit me. Any suggestions?

R.K. (Delhi)

Choose a rounded style that will soften the square shape. Lines that add height and round off corners will give an oval look to your face.

Avoid any style that pulls hair at back at temples — this will only emphasise the squareness. Also don't have hair too wide at the cheeks or jaws as these will appear wider. Also low side parts are not for you.

LINES AROUND MOUTH

I have a clear complexion. But my problem is that I have tiny lines around my mouth which make me look older. I am 24. Please advise.

A.G. (Chandigarh)

You should do facial exercises regularly to minimise these lines. Here are some:

Force an exaggerated smile with your mouth closed, then relax lips.

Pucker up lips as much as possible, then relax.

Close your mouth and puff out cheeks blowing air from side to side then slowly blow out the air.

To iron out lines from nose to mouth, puff the cheeks full of air then release air slowly.

Repeat each exercise.

USE OF BLUSHER

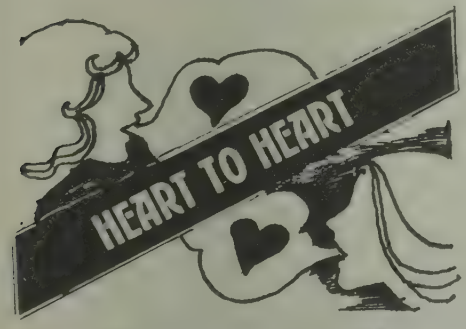
I have started using a blusher but I feel that it looks odd on me. What could be the reason?

Also please tell me what is a conditioner.

P.N. (Pune)

It could be that you are not applying the blusher correctly. Never bring it in from your cheeks towards the nose as the effect is not very natural. Work from the centre of the cheeks towards the temples and it will not seem artificial.

A conditioner comes in the form of a cream or a lotion. It improves the texture of hair making it soft, lustrous and healthy.



Confide your personal problems to Mrs. Kamlesh Nischol, c/o Eve's Weekly. Mrs. Nischol is a leading psychologist and marriage counsellor and will answer your queries every fortnight.

SHE IS IN A DILEMMA

SHOULD SHE MARRY HIM?

I am 25 years old. I have been in love with a married man since I was 14. At that time he did not know that I loved him. Later he married a girl of his choice. He now wants to marry me because his wife does not give him sexual satisfaction. He has two children. We have been having sex since past two years. Once he told me that he prefers sex with different women. Do you think he is serious? We are likely to get married soon. Will my marriage last?

If you have been reading my column, you would be aware of the psychological handicaps of pre-marital sex. The plea your friend gives you for seeking marriage with you because his wife does not satisfy him sexually holds little weight. Had that been so, he would have not waited until the birth of the two children. Even if they had been sexually incompatible, they could have sought the guidance of a marriage counsellor. Obviously there is more to it than meets the eye.

As regards your situation. I would suggest that you reconsider your decision to marry him. It is not clear whether he reciprocates your love or not. Has he obtained a divorce from his wife? The fact that he has been unfaithful to his wife and claims to have a desire for different women indicate his philandering nature. A successful marriage is dependent upon mutual trust and you might start having doubts about him after some time. So think about this seriously. Avoid physical relations with him and then determine his feelings for you.

DON'T YIELD TO HIS DESIRE

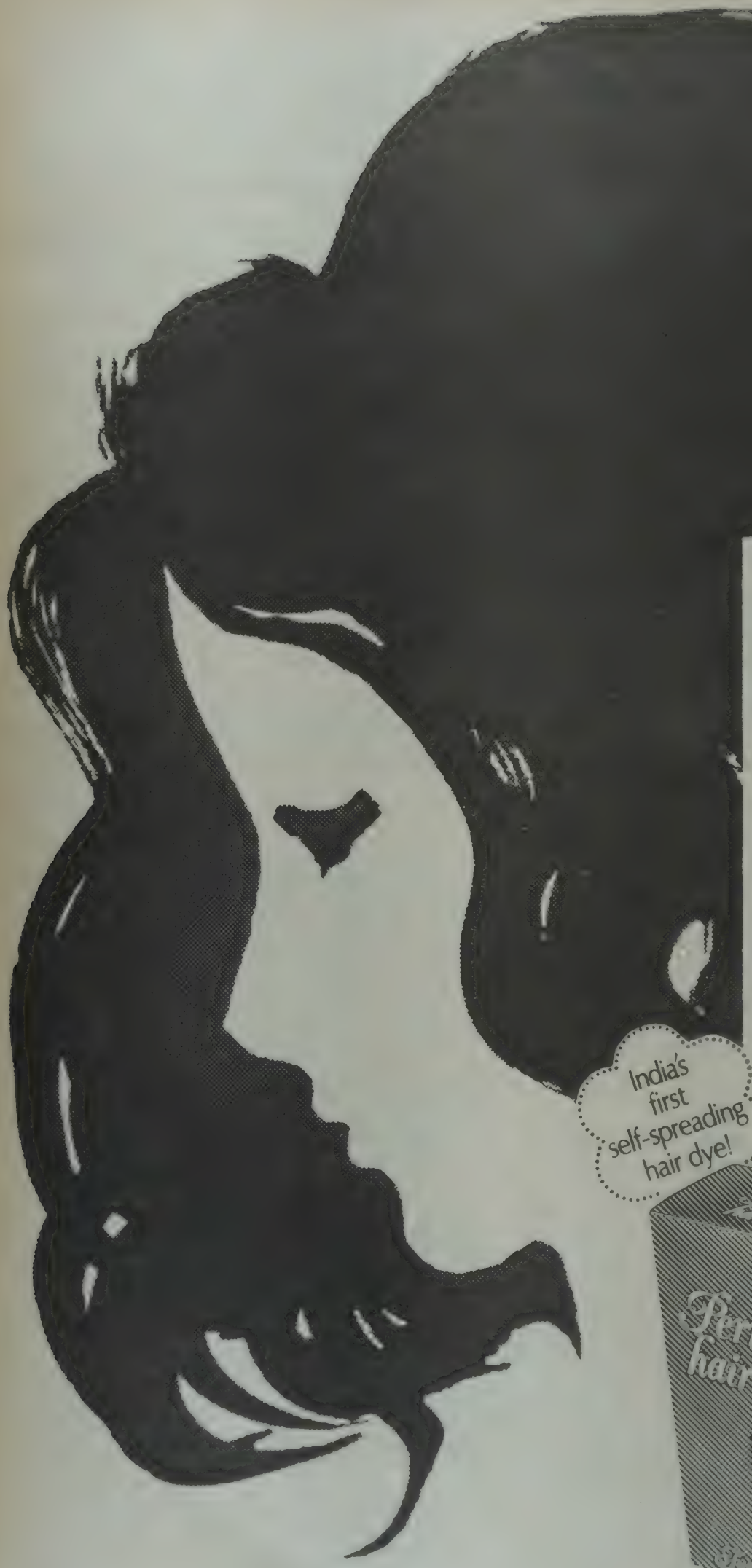
I am 21 and in love with a boy for last 10 years. About six years back he wanted to marry me but he changed his mind suddenly and went abroad. Every year he comes to India and brings something for me but I feel that he has changed.

Now he wants to have sex with me — I have not permitted this. He has told me that he will ditch me as he can get girls easily. Some girl is already living with him.

About three months back I came across a boy who is an artist — he wants to marry me. I have not told him about my boy friend. Indirectly I have informed him about my inability to marry him but my excuses carry no weight. Also I am taller than him. Please advise.

Whatever little you have told me about the boy you love reveals the wide difference between his and your way of thinking. You should not give in to his desire for sex. In case he cannot see your point of view, it is obvious that he lacks respect for you as an individual and only looks upon you as a sex object. Also he is living with a girl. You should consider yourself fortunate that you have found out all this about him at this stage.

As regards this artist friend, let me assure you that your being taller than him will not come in the way of your marriage. But you should make sure that his intentions are serious and honourable. I see no reason for you to hide your past from him as you have no reason to feel guilty. In fact, by the time any boy or girl reaches the age of 21 years, almost all of them have had a crush on some one or the other of the opposite sex.



All your pet theories about grey hair and hair dyes, Godrej dismisses – with ease.

It's only natural to have grey hair

Of course it is. But it's un-natural to leave grey hair grey when Godrej makes hair dyeing as natural as shampooing your hair. And almost as easy.

Grey hair makes one look 'distinguished'!

Grey hair might add that 'distinguished' look. But it also adds those years to your look. Ask your friend.

Who wants to go through the bother of dyeing one's hair?

No one does. That's why Godrej gives you a hair dye that's self-spreading. Which means that instead of going through a painful 'parting-and-painting' routine, all you do now is apply the dye, work into a lather, wait a while, and then, just wash it off. It's actually as easy as that.

Doesn't hair dyeing damage the hair?

Some old-fashioned hair dyes definitely might. That is why Godrej is differently formulated. It has a built-in hair conditioner that adds youthful body and bounce to your hair.

India's first self-spreading hair dye!

Godrej

Permanent Hair Dye

—takes the trouble out of hair dyeing; so you can take the years off your look.

Available in two sizes: 20 ml. and 40 ml.

For him. And her.
2 shades: Natural Black
Dark Brown.

CASGS 134.254

hope you don't mind

T. R. A. Narayana

CHANDRAKANT Premchand Vakharia believed in many things, but Bhagavaan Paramakalyaanji was not among them. Nor, for that matter, any other religious or spiritual personage. The whole city had been on the move towards Dhavalagiri, where the Bhagavaan had arrived to camp for a month. All around him, Chandrakant heard nothing but the ecstatic discussions of men, women and children, who said they had had wonderful experiences of the Bhagavaan's great powers. But Chandrakant was a rational and level-headed man. Moreover, he had more worthwhile work on hand at the Stock Exchange.

Chandrakant most certainly believed in, and loved, his wife, Vasundhara. If Vasu wanted to see the Bhagavaan, why, she must. He would take her to Dhavalagiri, or any other place where she could see the Bhagavaan. That cursed asthma had been harassing her for the last five years and she was now more dead than alive. It was his duty to satisfy her wish, whatever it was. The Stock Exchange must learn to do without him for a day.

Chandrakant's car had to stop half a kilometre away from Dhavalagiri, where the road ended. It pained Chandrakant much to watch poor Vasu dragging her feeble frame up the hillock, through prickly shrubs over rough terrain. He gave her as much moral support as his active unbelief in the Bhagavaan allowed, and as much physical support as the crush of thousands of men and women permitted. Vasu was completely exhausted when at last she reached the summit after full half an hour.

But Vasu was happy. Her eyes drank in the glorious sight before her, avidly. The pandal stretched out in front of her, so long that she could scarcely see the other end of it. And how bright it was! Tube lights shone from every one of the hundred odd poles covered with bright red-and-yellow silk and from many of the cross-pieces. The top of the pandal was of snow white muslin studded with paper stars of varying colours.

A goodly sight it was, the thousands upon thousands of men, and boys too, in the left half of the space, and an equally large number of women and girls in the right. The gangway

As the Bhagavaan climbed down from the dais the gathering gazed at him in humility and expectance. Chandrakant also looked on, but with supreme indifference

between the two halves was clear. The dais at the end of the aisle, richly festooned, filled the air with a subtle aroma which was a rare mixture of the most charming fragrance from various flowers, the incense from a thousand choice quality agarbattis, the cadences of devotional music from a dozen gifted throats and—the aura of spiritual sublimeness emanating from Bhagavaan Paramakalyaanji.

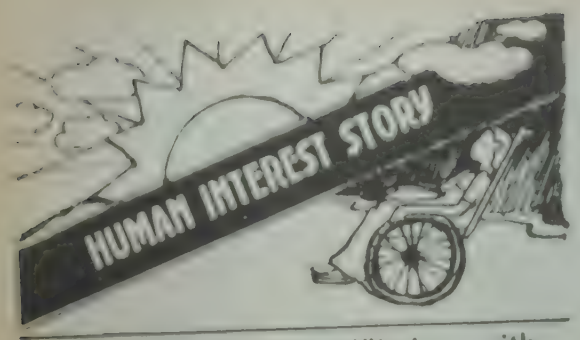
The Bhagavaan, sitting on a golden throne on the dais, beamed the rich promise of peace and joy lying far above and beyond the toils, troubles and turmoils of a weary world — a promise to which the humble souls collected before him looked with wistful eyes and yearning hearts, while their lips trembled in repeating the slogans appearing on the giant posters along the sides of the pandal: **Om Shree Bhagavaan Paramakalyaanaaya Namah!; Om Shree Satyaswaroopaaya Namah!; Om Shree Sarvamangalkaraaya Namah!; Om Shree Sarvasamshayaharaaya Namah!**

Chandrakant was impressed. The concourse was well-organised, he admitted to himself. If only the Stock Exchange people would learn to arrange their meetings in similar good order, he sighed.

The **bhajan** had started a few minutes before Vasundhara and Chandrakant took their seats in their respective divisions. After the singing had gone on for an hour, the Bhagavaan got up from his throne and climbed down from the dais. As he stepped on to the aisle, the gathering gazed at him in humility and expectance. Chandrakant also looked on but, with supreme indifference. He observed that the Bhagavaan limped awkwardly; also that his face was mottled badly and that his hair was untidy: nothing more. The Bhagavaan showed his right palm at times towards some one who looked unduly miserable; he gave a book of prayers to a man; a pinch of **vibhooti** to another; a flower each to some women; a **tulsi** leaf to each of many boys and girls; a specially soothing look to many. He gave nothing to Chandrakant; Chandrakant did not worry about that.

Vasu was in raptures as she climbed down from Dhavalagiri after the Bhagavaan had dispersed the congregation by show-

Continued on page 53



Facing a physical affliction with courage and making the best of life in spite of it is not the easiest thing in the world. True accounts of heroism in real life.

BRAVE AND ENTERPRISING

Unless you are told that he is blind there is no way of guessing when you meet him. He greets you warmly at his doorstep and escorts you to the drawing room, indicating a place next to him on the sofa, all the while looking straight at you through his amber coloured eyes.

Harshvadan N. Makim, or Makimbhai, as he is popularly known, is one of the best things that could have happened for the handicapped, particularly the blind people of

Ahmedabad. Born in 1926, he suffered from congenital retina pigmentosa. Due to his failing eyesight, he could not study beyond Std. IV and had to give up his studies at the age of 16.

The family's poor financial condition did not permit Makimbhai to sit back without working. "Nor did I want to be a burden on anyone because of my handicap," he explained. So he started working as a "pheriwala," selling kerosene.

"I would earn about a rupee or so at the end of the day. This was nowhere near enough. Besides, my relatives thought that the work was too menial for me. So I started selling cutlery. This too did not prove very successful.

"So in 1945 I hired a cinema hall at Kalol, but fortune didn't favour me here either, and I ran into debts. Then my luck changed a year later when I joined Ojas Corporation, a firm belonging to the Kasturbhai Lalbhai group as a sales agent for laundry soaps and detergents."

From then on, except for a few years of initial hardships, there was no looking back. Makimbhai saved enough money to start a business of his own, Makim Traders, in 1948. A year later his father died. "Even then I was poverty stricken. I remember having to borrow money to meet my father's funeral expenses and other debts. Once this was repaid I started making profits."

In 1954 he married Sarlaben. It was after her advent into my life that my outlook, my perspective and even my destiny changed," he said looking fondly in the direction of the room where his wife sat, as though he could actually see her.

Makim Traders next started a soap manufacturing unit, and today manufactures, besides soaps and detergents for textile mills, wooden parts for looms and wooden crates.

In between, this enterprising business man exported groundnut in collaboration with the Government of India.

Since 1957, besides running his own thriving business, Makimbhai has been completely in charge of M/s. Ojas Corporation as well.

Makimbhai has the distinction of being awarded the National Award for outstanding employers of the handicapped by the President of India twice. The first time was in 1970 when he became the first ever blind man to win this great honour, and then again in 1980. In 1978 he was awarded the Gujarat State award for employing the maximum number of handicapped persons in his factory. There are two blind, two physically disabled, and one mentally retarded person working for Makim Traders.

"They are in the soap division, manufacturing detergent powder, cutting and packing. In spite of the handicap, I find them as competent as normal workers," Makimbhai said.

Makimbhai's day starts at 6.30 a.m. and while getting ready for work, he is constantly answering the phone. Then he visits his factory, attends to the work at the office and comes home for lunch and a short nap.

In the evenings he returns home by 6.30, after which his friend-cum-companion-cum-right hand man Ashokbhai reads out the day's newspaper to him column by column, from start to finish. Thereafter the rest of the evening is spent with his family and numerous visitors.

"I go everywhere with my family — to 'see' films and plays, and attend lectures and discussions. I have never felt I'm blind," he claimed, and then went on to relate a couple of incidents.

"I travel around quite a bit, as much as my business permits. When I visited Delhi and went to the Indian Airlines office to book my return journey the man at the counter refused to issue me a ticket on the ground that I was travelling unescorted. My telling him that I'd been travelling all over the country on my own was of no avail. Eventually he took me in to see the manager, who said the same thing — rules did not allow a blind man to travel unescorted. Then in sheer exasperation I challenged him. "Switch off all the lights and walk out of this office with me down the stairs and to the main entrance." He took up the challenge and then we went — I blind and new to the surroundings and he with his good eyesight and familiar with the place. But while I walked without any problem, he was banging into furniture, walls and pillars. He then took me back to his office, and after apologising profusely, saw to it that I got my ticket. Ever since then I have never had any trouble on that score."

Makimbhai is also a visiting professor teaching class XI, XII, B.Sc. and M.Sc the manufacture of soaps and detergents. He also teaches students of the R. C. Technical College. "It's amusing when the students ask me whether I became blind after having completed by Chemical Engineering," he said with a broad smile.

"Then I have to tell them that I hadn't been able even to enter secondary school nor learn Braille. The only Braille I know is to read the time on my watch," which he demonstrated.

But so tremendous is his "acquired" knowledge in this sphere that he has been elected President of the Gujarat Detergent Manufacturers Association.

Besides this, his other interests and activities read like a guide to a philanthropist's career. He is the Founder-President of the Lions Club of Vastrapur of which most of the members are blind like himself. He is the District Chairman for Sight Conservation, the Managing Trustee of the Blind Association and Secretary of the National Association for Equal Rights for the Handicapped.

At 54, Makimbhai has come a long long way from the "pheriwala" earning a rupee a day. He is the proud owner of a bungalow in one of the posher residential areas of Ahmedabad and a flourishing business. He attributes all this to hard work and "to my friends who have been of great assistance to me. Fortunately, I have always been surrounded by loyal people and can very confidently say that no one has ever tried to cheat me because of my sightlessness."

Now he is gradually handing over the reins of the business to his elder son, 25-year-old Mayank. The younger son, Darshan, is still at college and is planning to go abroad for further studies. Sarlaben and Makimbhai also have a daughter who is married and settled in the States.

The phone rings for the nth time, and Makimbhai makes yet another commitment for the next day never tiring of public service. He may have freed himself of the burdens of his business, but he gladly shoulders the burden of the good citizen — helping fellow men, especially the handicapped, to

Continued on page 58

EDUCATING THE EDUCATORS

CHHAYA DEY

If there is to be equality between men and women then an important place where such concepts of equality should be fostered is in the classroom — the classroom where a teacher herself imbibes the skills, and ideas that she will in another classroom impart to her students. It is in this field of teacher education that Chhaya Dey is involved and as she talked about her work in America it was interesting to hear how her own personality developed as she grew more involved in this area of study as well as what the study iself consists of.

Chhaya went to America seven years ago after her marriage broke up. Having lived a very sheltered life always, she had little knowledge or experience of what she could do when she got there. A job she was promised turned out to be exploitative and when faced with a deportation order "I felt that this was really the end." Fortunately a chance meeting with a family friend who helped her out, made it possible for her to stay on, get a job at the consulate and enrol in a teacher's college for evening classes. "In my in-laws' home I had lived in a gilded cage. I was given no responsibilities — I didn't even have control over money, it was doled out to me for any item I wanted to buy. In America I was completely on my own, I had to do everything for myself," she says.

The teacher training course at Columbia University opened up new possibilities. She became interested in the women's movement. "I had always been conscious of the problems of women, but I had never conceptualised it — my education taught me to do that."

Chhaya is in India to collect information on how the education system functions here. Is there any consciousness among teachers or in the teacher training curriculum, of the importance of women's education? Are we just reinforcing the old ideas or are we facilitating the process of change? Says Chhaya, "The 1975 Report of the Committee on the Status of Women reported that though quantitatively there was an expansion, qualitatively the education of women has not improved.

"Educators here often think the problem of women is a social problem — a 'thing apart, more to do with sociology rather than education and therefore not an issue they have to take up. They think of it as a 'dowry problem' or a 'rape problem' and haven't realised that it must be part of one's consciousness, they don't think of the biases and discrimination that lie behind."

Indian educators as a whole are miles behind the times. "There just isn't any awareness of the problems, of these goals." When she held seminars with students to gauge their reactions, she found that teachers didn't even come to such seminars so there was no exchange of ideas.

The two important and interrelated areas of this kind of education are 1) training the teachers themselves to be aware of the need for equality — as Chhaya put it, "We should develop ourselves before we go out and influence the development of children." 2) Carrying out this training in the classrooms. In practical terms this means equality in the curricula — not suggesting, however subtly, that girls are only fit for certain types of careers or certain kind of activities, being careful about the selection of textbooks, getting the children into thinking about these issues through essays, discussions of the films they have seen and the way men and women are depicted in them, thereby getting them to question the validity of stereotypes.

India, Chhaya finds is not alone in its discriminatory attitudes to women. America for all that the women's movement started there discriminates too but much more subtly. Still the awareness of the issues involved is so much stronger there than here. "I've often heard Indians say, that Indian women don't have these problems or they relegate it to a particular class. Then again women who have achieved something professionally are very fond of saying — Oh well we've made it so why not anyone else. They see it wrongly, as a personality problem rather than a social problem."

Interestingly Chhaya said that while studying women's issues she was told by her adviser to read everything she could on the struggle for racial equality in America. The idea was not that the struggle for minority recognition and for women should be as one, but that a study of the tactics and methods to achieve minority rights be profitably used by the women's movement.

The research Chhaya is doing here is in preparation for her doctoral dissertation for Teachers College, Columbia University. She was invited to work here with the Women's Unit of NCERT on a series of projects related to sex equity in the classroom. In May she will be working in this subject with the Sophia Open Classroom.

S. G.

"THEY ALSO SERVE . . ."

Continued from page 27

I intend to launch my own films in the future with Robby in the lead."

Since Ranjeeta supports the family, does she also wear the pants at home? "No," said Benju emphatically. "My parents still take all the decisions for her. She is still very obedient to my parents and will not do anything to displease them. She will never marry against the wishes of my parents.

"She is still quite innocent and stupid in most matters and relies on my father. She is a very affectionate person and I am very fond of her. Her popularity hasn't changed her at all. She is still the same sister I used to know as a kid. We still have our fights and quarrels. I don't interfere in her business affairs. I don't know much about her films. I dont know how much she earns. All those matters she discusses with my parents only. She is basically a shy girl and is mistakenly thought to be a snob."

Benju admits that his friends find that he has changed. But he insists he hasn't changed and that being "Ranjeeta's brother" hasn't affected him in the least. The fact that he agreed to talk to us is proof enough that Ranjeeta does not call the shots at home.

Raja, Reena Roy's brother decided to stand on his own feet when he turned producer with "Muquabla" — the Reena-Shatru starrer. Reena again plays the lead in the next home production opposite Kamalahasan. The cast in this film includes Sunil Dutt in a major role under the direction of Raj Kumar Kohli. It is obvious that Raja depends on the professional contacts Reena has acquired through the years. Yet it is still creditable for him to have branched out on his own. But if Raja, as a brother has any right to air his opinion on Reena's personal life, anybody's guess is as good as mine judging from Reena's life-style.

In Zarina's case too, she happens to be the only earning member of the family. But her kid brother is too young to support the family or fend for himself. Zarina admits that her father had to give up his job in Hyderabad to provide her with a home in Bombay. She says her family does not ask her how much she earns or how she spends it. They are content with things as they are and she doesn't grudge them anything.

Sulakshana Pandit, has two brothers, Jatin and Mandhir who have also branched out on their own. It is anybody's guess as to what profession they chose — music direction of course! Sulakshana admits that the family is dependent on her. But of course she insists she is the obedient daughter at home.

The one common factor in all these instances is that all the brothers have chosen to remain in the field of show-biz. It looks like the brothers are determined to follow in their sisters' footsteps. It's either the film world or nothing for them. One wonders why they can't be sensible and decide to enter some other profession, instead of choosing to contribute still further to the present bad state of Indian cinema.

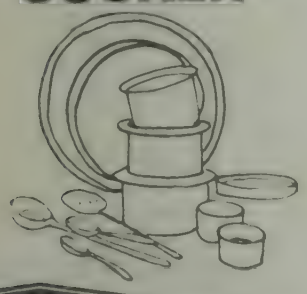
LIKE EXTRA UTENSILS EVERY HOME SHOULD HAVE MORE THAN ONE...

Extra utensils come handy when there're expected or unexpected guests and at such times an extra Marlex Pressure Cooker would be most welcome to any proud housewife.

Because, today—and let's be honest about it—a pressure cooker is a must. And after all is said and done you couldn't make a wiser choice other than a Marlex Pressure Cooker.

MARLEX®

PRESSURE COOKER



- Built with heavier gauge metal
- Conforming to IS: 2347-1974
- With stainless-steel containers
- Guaranteed for five years
- Litre sizes: 4, 5, 6.5, 7.5, 9, 11, 13.5, 16
- Available at all leading stores

VEEJAY'S TRADING CORPORATION
Ahmed Building, 49/51, Lohar Chawl
Bombay 400 002
Phone: 315438 • 315646 • 319048

ART-2479 R

MARLEX® TRIED • TESTED • TRUSTED

Remember your radiant "under-20" look ?

Keep your skin always soft, smooth and young. . .with deep penetrating Over-30 Cream from Gala of London. Light, non-greasy, easily absorbed, Over-30 Cream gently conditions aging skin...enriches it with vital protein. Look "Under-20" with Over-30!

GALA® of London

OVER-30 CREAM restores to your skin its youthful glow.

for the most delicious food in town

VISIT **INNER CIRCLE**

Indian, Muglai or Western

Dial: 268211

GRAND HOTEL
Ballard Estate,
Bombay-400 038

By an Alves called Johnnie

I am proud to be a Catholic, but there are moments when I feel that the authorities should remove some minor difficulties. Like allowing me a divorce, for instance. I know a time will come when the situation will change but by that time death will already have parted us.

I don't even know if divorce is the solution, because one plunges into another brave attempt soon after and very often thinks he was better off with the first. I cannot understand it, but there is nothing that I do that pleases her. I think of a particular situation in a loving way and she comes up with an angle that I had not dreamed of.

UNTIL DIVORCE DO US PART (DEATH IS TOO FAR OFF . . .)

Last Saturday, for instance, I came home feeling romantic with a beautiful bunch of flowers. I felt like a beaming teenager in love, gave her the flowers, kissed her and said, "Sweetheart, you are the eighth wonder of the world." I expected an embrace and a kiss but she took the flowers and while walking away said, "Yes, I may be the eighth wonder of the world, but don't let me catch you fooling around with any of the other seven."

I have mentioned divorce, luv, but she does not take me seriously, and immediately changes into an angel. When she answers the telephone and if there is a female voice which politely says, "Sorry, it's the wrong number," she slams the phone muttering as she walks away, "Tell your girl friends to ring you in the office, if they are scared of me."

I don't know if it's the same with other wives, but mine has this fantastic sixth sense. She can see right through me when I spin a yarn, but she cannot see a button missing from my shirt.

Most wives, honey, have a secret which they think is their very own. The other day I met my friend Jeanne at a party and said to her, "Jeanny my dear, I admire your husband. He is a well-read man. I am sure he knows everything." She tossed her head, smiled and said, "Don't be silly, John, he doesn't even suspect."

You cannot corner a wife easily, she is adept at changing the subject. If you point out that the toast is burnt, she'll come up with some spicy gossip and you forget the toast. The other day Fred came home and surprised his wife in the arms of a friend. "Ah!" he said, "now I know everything," "Oh yeah?" said his wife, without batting an eyelid, "When was Jhansi ki rani born?" Honey, this takes place every cold season. We go to bed, each tucked up in his and her own blanket and feeling nice and warm. I just cannot understand how this happens but I wake up in the morning cold and shivering and curved up like a banana, while she sleeps on with two blankets and the smile of an innocent child.

Another thing, my wife believes anything that other people tell her provided it concerns other women. Last week Mrs. Fernandes told her, "Babs, what a nice husband you have. I saw him in church, must be praying for you." She laughed and said, "John in church! You must be joking. The only time he goes to church is to make a confession." But if some one just hints that I was seen with another woman, she will believe it and wait like a cheetah ready to pounce at the first opportunity.

Last evening I saw Mrs. D'Costa talking to her and I am not sure what she said, but just before going to bed she started: "Who was the tall, fair girl at the garage?" "I don't know what you are talking about." "You know very well what I am talking about." "I haven't the faintest idea." "No? What an innocent man!" You see what I mean, honey? Accused, tried and found guilty.

With the temperature at vein-bursting point, I turned over and slept.

Until next time then.

THE MAKING OF A MODEL

Continued from page 13

passes at models, do you think they have the time to run behind models and seduce them?" asks a cynical Kamini.

"It depends on the model, if you behave and not make an exhibition of yourself, there is no reason why people should proposition you or have any bad intentions towards you," explained Manju. "There is this girl who models lingeries and skimpy clothes and in the same attire walks into Colaba — you bet she is asking for trouble."

However on considering the modelling scene today, Kamini asserted, "If my teenaged daughter wanted to go in for modelling I will not like it, I may eventually consent, but it will be with a lot of misgivings."

Being recognized in public is another nuisance they have to contend with.

"In the beginning I found it great fun to be recognized and acknowledged in public places," says Rasna, "but later it became embarrassing, especially when they identified me as the Sikkim girl and started lifting up their thumbs and offering lifts."

"I always make it a point to get back home before it's dark," confides Meera, "it is terrible, the leering looks and indecent stares that are bestowed on you on bus stands and stations."

By and large models try to avoid public transport and gatherings and despite the exorbitant hikes in fares they use only cabs, that is when there is no car at their disposal.

What kinds of clothes do they object to?

"No lingeries or bikinis or swimsuits or any ad that demands exposure of any kind," they said self-righteously.

The housewife-models obviously have no such problems, typified as they are in the mangalsutra-bindi-sari-bun image, but the younger girls have been asked to pose in suggestive clothes involving exposure.

"I was asked to do a calendar for Thums Up in a bikini but I refused," says Rasna, "I guess they got someone else to do it."

The one common grouse that all models have in common is with regard to delayed payments. Photographs are made and models are packed off with "as soon as it is approved you will get your cheque." Days and months pass and suddenly the model comes across her picture with a soap or tonic in hand, in the pages of a periodical. She then has to contact the agency and wait interminably for the payment to arrive.

The present day model, on the whole, has come a long way from the Indrani Rehman, dresden doll image, an ethereal figurine, a fragile touch-me-not, as delicate as the flower she holds in her hand.

BOMBAY

Three handicapped children cut the ribbon to declare open the Speech and Occupational Therapy Units of the S.P.J. Sadhana School for the developmentally handicapped at the gaily decorated Sophia College Campus.

The Units were presented by the Voltas Organisation of Women (VOW), a registered Public Trust. VOW comprises of working ladies and wives of Voltas employees. It has helped the underprivileged and less fortunate members of society by way of medical relief, installing electricity and water connections in slums, collection of blood, aids for the handicapped, picnics for orphan children etc.

VOW raises its funds by arranging stage and film shows, jumble sales, fetes, and by the whole-hearted support given by advertisers, donors and well wishers.

* * *

Miss Bakhtavar Mody was crowned "Hakoba Queen 1981" at the glittering Hakoba Nite, organised by the Council for Social Service at the Tai Mahal Hotel.

The Council has been deeply involved in the care of the disabled for the last 18 years. Its welfare activities include care of the deaf, dumb, blind and physically handicapped, as well as running nine sick-bed centres in Greater Bombay. It also organises seminars on current subjects. To mark the International Year of the Disabled, the Council has decided to step up its welfare activities.

Speaking on the occasion, the Chairman of the Council Mr. Baburao Shete reviewed the activities of the Council, and announced that the entire sales proceeds of the tickets of the Hakoba Nite would be utilised for the Council's welfare activities. "The Hakoba Queen 1981" was crowned by Chief Guest Dr. L. H. Hiranandani.

* * *

The Bhabha Atomic Research Centre Staff Club recently organised a quiz contest for its members. The contest was devised and conducted by Mr. Adi Marzban, the creator of "What's the Good Word?" programme of Bombay Doordarshan. He was welcomed and introduced by Veena Bhandiwad, the Social Secretary of the Club, Mr. S. Challappa, the President and Mr. V. K. Bhatia, General Secretary.

The team consisting of M. L. Jayantkumar, S. V. Deshpande and P. K. Srivastava bagged the first prize.

* * *

The Taj Mahal, Bombay, hosted a tea party for the students of the Clarke School for the Deaf, Madras, recently. The students put up a performance of dance and drama before an audience of about 150 handicapped children from schools in Bombay.

To mark the successful completion of ten years of this school which is a non-profit voluntary institution to help the deaf, a few cultural programmes by the students were organised in Bombay, Pune, Hyderabad and Madras.

* * *

The Finance Raising Committee of the National Association for the Blind organised an All India Flag Day 1980 Award Presentation Ceremony at the Gymkhana Stands of the Brabourne Stadium of C.C.I., Churchgate. About 5,000 students from various schools and colleges and institutions received awards for their contribution towards Flag Day 1980.

Mr. Dilip Kumar, the ex-Sheriff of Bombay, and Chairman of the Flag Day Committee, and his wife Mrs. Saira Banu gave away the awards.

* * *

The Artisans of India are holding an exhibition-cum-sale of sarees and churidar kameez sets designed by Mita Parekh at Aakar Art Gallery on March 10, 11, and 12, 1981. Embroidered and handblock printed organdies, cottons from Ahmedabad, kota, munga, silks, and Kutchi embroidered pieces will be on display.

LEFT : The All India Flag Day for the Blind 1980 Award Presentation function was held by the National Association for the Blind at the Brabourne Stadium in Bombay. Mr. Dilip Kumar, Chairman, Flag Day Committee, is seen in the centre.

A student of the S. P. J. Sadhana School for the Developmentally Handicapped inaugurating the speech and physiotherapy units presented by the Voltas Organisation of Women in Bombay. Mrs. B. A. Tobaccowala, Chairman, VOW, is seen at extreme right.

A reception was hosted by Mr. H. H. Ismail, President, Bombay Hospitality Committee (centre) at Hotel Oberoi Towers, to felicitate delegates from Canada.

RIGHT : Mr. Adi Marzban (centre) was the chief guest at a quiz contest organised by the Bhabha Atomic Research Centre Staff Club in Bombay. Also seen are Mr. S. Challappa, and Veena Bhandiwad.

Mrs. Vijayanthimala Bali, dancer and film star, was the chief guest at the inauguration of Vampsee Arts Theatre, organised by Mr. S. Reddy on behalf of the Vampsee's Film Society in Hyderabad. At extreme left is Mr. T. Anjiah, Chief Minister of Andhra Pradesh.

ABOVE : Nalini Mistry (2nd from left) held an exhibition of floral art and bonsai at Hotel Hindustan International, Calcutta.

RIGHT : Mrs. Sabitha Radhakrishna of Amrapali boutique, inaugurating "Upasana" boutique in Madras. Looking on are the owners, Mrs. Sashikumar and Mrs. Choksi.

BELOW : An exhibition of vegetable carvings was held by Miss Susheela Devi and Mrs. Kamala Lakshmikanth (4th and 5th from left) at the Bangalore Club.

availability of essential commodities, deterioration of public utility services and soaring prices which are affecting consumers today. They also met the Chief Minister, Mr. Jyoti Basu and presented a memorandum on these matters.

MADRAS

Two very enterprising housewives Anjana Choksi and Sashikala Sashikumar recently opened a boutique called "Upasana". The boutique was inaugurated by Mrs. Sabitha Radhakrishna of Amrapali Boutique. Anjana and Sashikala plan to have on display embroidered ready made garments, sarees and handkerchiefs as well as knick-knacks made in jute and other household items.

BANGALORE

Sanjivini, a Ladies Social Service Club, presented a cheque to provide for a few callipers and crutches for children of the Sraddanjali Integrated School being run under the Association of the Physically Handicapped, Lingarajapuram, Bangalore.

CALICUT

The Calicut Lionettes Club conducted a one-day medical camp at which nearly 1000 persons, particularly women and children residing in slums, were examined by a team of doctors, and medicines were distributed free to them. Mr. C.J. Robin, Corporation Mayor, inaugurated the camp.

CALCUTTA

A three-day music festival of the Orient and Alankar Music Circle was held at Mahajati Sadan. The festival was highlighted by the brilliant performances of Imrat Khan and Ashish Khan on the sitar and Mahapurush Misra and Swapan Choudhury on the tabla.

* * *

The Ladies' Circle India, held its 12th annual general meeting in the city recently. One of the highlights was a fashion show sponsored by Max Factor held during the President's Tea at Saturday Club. Sarees and textiles of Bengal were displayed by prominent models.

* * *

The Indian Institute of Consumer Affairs held a panel discussion at Gorky Sadan to analyze the rise of drug prices in India. The panel of specialists included several well-known doctors and pharmacists who intend to expose the vested interests behind the price-rise which is affecting the people.

* * *

The West Bengal Women's Coordinating Council, and the Consumer Action Forum jointly organised a silent march to express their concern about the non-

EVE'S WEEKLY / NALINI SAREES

ANNOUNCEMENT

The Lucky Draw of "The Winning Collection" scheme will be held on March 17, 1981 at the Regal Room, Oberoi-Towers, Bombay. The Governor of Maharashtra will be Chief Guest at the function. Mrs. Satya Mehra has kindly consented to do the Lucky Draw to pick the winners out of the several thousand entries received for this fantastic Fashion Scheme.

Watch out for the results in the issue of Eve's Weekly dated March 28, 1981.

Nalini Sarees will hold an exhibition-cum-sale of their outfits and sarees on March 6 and 7 at Hotel Hindustan International, Calcutta, and Hotel Sundershan, Madras

FOR THE WEEK
MARCH 8 — 14, 1981

John Naylor

IF IT'S YOUR BIRTHDAY THIS WEEK:

A most encouraging year — for romance, money, new associations and activities. Your personality will be a tremendous asset in all you do, and will bring new friends, as well as useful contacts, businesswise. If health has been a problem recently, there is every indication that you will strike a most vital phase when energy and enthusiasm will be high. If you had a disappointment in love in the recent past, this is a year where it is more than likely that you will be swept off your feet — and a whirlwind romance may lead to a happy union.

ARIES
(March 22 — April 20)

You can make good headway over the next month or two. However, there's a need to organise skilfully, and not to waste time on fruitless projects. Be a little wary about taking on fresh tasks; life will be busy soon.

TAURUS
(April 21 — May 21)

The Moon in Taurus early in the week emphasises your personal concerns. It is a special time for your main ambitions and new contacts will be useful a little later on. A good turn done recently will bring an unexpected reward. If single, social activities bring romance.

GEMINI
(May 22 — June 21)

There is promise of fulfilment for plans in the near future and what you do over the next few weeks is more than usually important. Friends will be in the picture and will tend to have a fortunate effect on your affairs.

CANCER
(June 22 — July 23)

Your more distant plans are emphasised, but it's time to get them into shape, to put out feelers and make inquiries. You could expand your ambitions, for your affairs should blossom pleasingly from now on. News from a distance should be optimistic.

LEO
(July 24 — Aug 23)

Your life and affairs take a turn for the better at the end of this week. Minor problems will begin to sort themselves out. But take things easily throughout March; avoid hasty actions and decisions.

VIRGO
(Aug 24 — Sept 23)

Put some sparkle into activities. You are nearly at the end of a problematical phase. Try not to be critical — although you've good cause but keep a harmonious atmosphere. Health could be one degree under.

LIBRA
(Sept 24 — Oct 23)

You are in a progressive phase of life and, if born around the end of September, you could soon be changing course completely. A romantic week, when you'll be in the swim, socially, find yourself generously treated in all circumstances.

SCORPIO
(Oct 24 — Nov 22)

One or two minor strokes of luck will cheer you, so will an interesting piece of news. A sociable week, with happy meetings, some unexpected invitations. In money matters, there is a good trend in property; if trying to buy or sell, intensify efforts.

SAGITTARIUS
(Nov 23 — Dec 22)

A shifting of the planetary line-up next week will place most of the emphasis on friendships and the lighter side of life. If single, there will be attractive meetings which lead to romance.

CAPRICORN
(Dec 23 — Jan 20)

Keep on the move; there is luck in fresh faces and places. A lively and amusing week, when you'll have some enjoyable encounters, some flirtatious overtures. It's a generally favourable time for shopping.

AQUARIUS
(Jan 21 — Feb 19)

Your present and future starry pattern shows travel, and changes — but these indications will make for an enjoyable week which brings some unexpected advantages. You may be revising some of your ideas and finding this profitable.

PISCES
(Feb 20 — March 21)

You'll soon be into a changeable phase when some pleasing breaks in routine will occur. For the present you are finding life overbusy, yet highly enjoyable, exciting for your love life. Friendships will bring luck.

HUMAN INTEREST STORY

Continued from page 52

live a happier life. He may lack eyesight, but the life he has led has been a full one, one filled with achievement and solid good work.

INDERMAL

The worker who greets you at Makim Traders with a boyish grin and a cheerful "namaste" is 22-year-old Indermal. You look again to see that the "namaste" is being done by 10-inch stumps where his arms should have been.

Yet that has not deterred him from working in competition with the normal factory hands. He does everything from sweeping to filling bags with soap shavings, weighing them, carrying large trays and also stapling the filled bags for dispatch.

"I was 11 years old when I climbed an electric pole in my village, touched a live wire and got electrocuted," he explained. Though he survived his arms had to be amputated. "I learnt to do everything for myself. In the village, I used to help in farming. Then I came to Ahmedabad to seek my fortune. Here I heard of Makimbhai, that he employed handicapped persons, so I have been here for over a year now," he said.

"I want to buy artificial hands, but I have been told that they are very very expensive. I am saving as much as I can, but what with my daily expenses and sending home a bit, I can hardly save anything."

Indermal spends his after work hours wandering around or seeing a movie, and eats at "dhabas." Friends? "No I'm basically a loner." Marriage? "Who would want to marry a poor handicapped person like me?" he asked with a tinge of bitterness but the next moment he was his cheerful confident self again. "I'm going to work very hard and make a success of my life. I have my mentor Makimbhai as an example. And I'm a Rajput," he said pulling himself up to his full height — as if that explained his "never say die" spirit.

A. S.

NEW
Little's unbreakable feeding bottle.

It's unbeatable in every way.

Unbeatable because it's breakproof.
Little's is made of specially imported polycarbonate, the material used all over the world for the finest unbreakable feeding bottles. It is seamless and sturdy. Doesn't chip or crack—so safe for baby!

Unbeatable because it's 100% leakproof.
Made with the world's most sophisticated technology... every part fits perfectly. The rounded contours make it easy-to-clean and easy-to-hold even for baby.

Unbeatable because it's crystal clear.
It's sparkling, crystal clear body looks, and is, so obviously the best.

Unbeatable because of it's valve-action nipple.
Both Little's Starter and Toddler nipples have the special valve-action to prevent them from collapsing during feeds. Made from the very finest rubber, these nipples are extra durable and withstand upto 200 sterilisations.

Unbeatable because it's a 3-in-one buy!
The Little's feeder cap doubles as a general purpose tumbler. A free 'sipper' fits the tumbler perfectly for feeding fruit juice. It also fits the bottle neck for feeding cereals.

Little's Polycarb feeding bottle.

It's as good as the best in the world.

Babycare
that mothers trust

ULKA-LF-1-80

REGD. NO. MH BY SOUTH-75

Splash a bit of sunshine.

Made from ripe, rosy tomatoes fresh from the fields. Tempted?
Ask for them by name—
Sun-Sip Tomato Ketchup.

New

Sun-Sip

KETCHUP
JAMS & SQUASHES

Made from the sun-ripest tomatoes you'fun